

Resume Packet

NO.	STUDENT	GRAD DATE
1	Aronson, Elise	May 2017
2	Bian, Michelle	May 2017
3	Burford, Evan	May 2017
4	Challagalla, Ajay	May 2017
5	Chang, Angela	May 2017
6	Chang, Christina	May 2017
7	Chung, Sungwoo	May 2017
8	Cornfeld, Sarah	May 2017
9	Dona, Gregory	May 2017
10	Goel, Neha	May 2017
11	Hamlin, Robert	May 2017
12	Hou, Yanjie	May 2017
13	Ibragimova, Oxana	May 2017
14	Jose, Jeffrey	May 2017
15	Junqueira, Thais	May 2017
16	Kersen, Amanda	May 2017
17	Khan, Maryam	May 2017
18	Kim, Susan	Aug 2017
19	Koo, Jina	May 2017
20	Liu, Yang Yang	May 2017
21	Liu, Yvonne	May 2017
22	Maldonado, Brenda	Aug 2017
23	Mehta, Mishaan	May 2017
24	Moss, Paul	May 2017
25	Narayanan, Divya	May 2017
26	Navarre, William	May 2017
27	Nie, Danyangzhi	May 2017
28	Pacheco, Maria	May 2017
29	Patel, Viraj	May 2017
30	Pathak, Shilpi	May 2017

NO.	STUDENT	GRAD DATE
31	Rosenfeld, Julie	May 2017
32	Rosenfield, Cory	May 2017
33	Saavedra, Andrew	Aug 2017
34	Son, Euri	May 2017
35	Stewart, Abigail	May 2017
36	Wu, June	Aug 2017
37	Xu, Xiaolu	Dec 2016
38	Yu, Josephine	May 2017

ELISE ARONSON

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate, Majors in Organizational Effectiveness & Marketing

Philadelphia, PA
2015-2017

- *Leadership:* Vice President of Strategic Partnerships for Wharton Human Capital Club, Vice President of Operations & Marketing for Wharton General Management Club
- Selected as sole first-year MBA to represent Wharton at the National Academy of Human Resources Annual Event in NYC

COLGATE UNIVERSITY

Bachelor of Arts, Major in Political Science and Minor in Economics

Hamilton, NY
2007-2011

- Graduated Cum Laude with Honors in Political Science, Deans Award for Academic Excellence

EXPERIENCE

CAMPBELL SOUP COMPANY

Human Resources MBA Intern

Camden, NJ
Summer 2016

- Crafted strategic business solutions to address inefficiencies in organizational structure and gaps in talent management strategy
- Presented findings to senior HR leaders supported by external best practices and internal stakeholder analysis
- Proposed five key insights and recommendations to align KPIs to drive high performance and long-term business success
- Recommended three unique learning and development opportunities to engage and retain millennial employees while driving greater cross-functional collaboration
- Conducted change management analysis to gauge effectiveness of proposed solutions

WELL & LIGHTHOUSE – Digital Strategy & Political Consulting Agency

Digital Strategist

Washington, DC
2013-2015

Human Resource Management & Leadership

- Led the hiring process by reviewing resumes, conducting interviews, negotiating salaries, and clarifying job responsibilities
- Managed the professional development and workflow of digital production department consisting of four staffers

Communication & Cross-Functional Teamwork

- Supervised four cross-functional teams to stay on schedule, on budget, and produce deliverables that met client expectations
- Prepared external reports to present to clients with data-driven recommendations in order to strengthen strategies

Strategic Thinking & Analytical Skills

- Managed the campaign digital strategy for three U.S. Senators and high-profile Congresswoman
- Raised millions of dollars through direct marketing, paid persuasion ad campaigns, email list acquisition, campaign website development, and expansion of social network presence

GMMB – Advertising & Political Consulting Agency

Media Assistant

Washington, DC
2012-2013

- Co-managed six-person Congressional media-tracking team in collecting and synthesizing TV and radio campaign expenditures of competitors
- Assisted in media buying process for party committees and Obama for America campaign. Developed and executed media buy in California with a \$200,000 budget.

THE WHITE HOUSE

Presidential Personnel Intern

Washington, DC
2011

- Identified most qualified candidates for presidential appointments and conducted public record checks
- Reviewed resumes for inclusion on preliminary candidate slates and aided in conducting first round interviews

DEMOCRATIC SENATORIAL CAMPAIGN COMMITTEE, Digital Marketing Intern

COMCAST CORPORATION, Media Intern & Community Investment Intern

Washington, DC 2011
Philadelphia, PA 2008 & 2009

ADDITIONAL INFORMATION

- **Interests:** National Synchronized Skating Champion 2012, U.S. Figure Skating Gold Medalist 2005, Politics, Traveling
- **Technical Skills:** Social media management, basic HTML, Blue State Digital, WordPress, ActBlue, Strata, Tableau, Nexis

MICHELLE BIAN

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Strategic Management and Operations

2015 - 2017

- **Award:** Recipient of Wharton Fellowship for exceptional professional and personal achievement
- **Leadership:** Leadership Venture Fellow, Student Life Fellow, President of Wharton Global Impact Consulting Club
- **Additional Involvement:** Consulting Club, Social Impact Club, Wildmen Ice Hockey, Dance Studio, Food Club

NEW YORK UNIVERSITY, LEONARD N. STERN SCHOOL OF BUSINESS

New York, NY

Bachelor of Science: Major in Finance and Marketing

2006 - 2010

- **Award:** Recipient of Lewis Rudin Scholarship for outstanding achievements in community engagement
- **Leadership:** Senior Vice President of Delta Sigma Pi Professional Business Fraternity

EXPERIENCE

A.T. KEARNEY

New York, NY

Summer Associate

Summer 2016

- Collaborated with 5-member team to develop global strategy for mature business unit within a leading chemicals company seeking 300% sales growth over 5 years through expansion of its existing niche product category with leading market share
- Constructed two global market sizing models built by geography, product type, and end market application to determine adjacent target segments with the highest growth and profitability potential
- Conducted primary diligence through detailed interviews with contractors and industrial customers across various markets to identify 4 actionable product expansion opportunities for further assessment and development
- Persuaded client to deprioritize internally developed product strategy per our by fit-for-purpose analysis

INVEST HOSPITALITY

New York, NY

Private Equity Pre-MBA Intern – Investment Team

Summer 2015

- Conducted financial and operational due diligence on a hospitality group for a potential \$20M acquisition; built financial models to assess merger effects and potential returns in order to evaluate strategic options
- Developed business plan, marketing materials, and performed industry research to raise \$10M for hotel fine-dining project
- Analyzed past JV terms with hospitality groups and venue design vendors, crafting strategy for agreement negotiations

JEFFERIES & CO.

New York, NY

Business Infrastructure Consultant – Jefferies Data Office

Spring 2015

- Advised as subject matter expert on risk infrastructure redesign, resulting in calculation improvement and optimization
- Managed multi-department infrastructure redesign initiative, including resource budgeting, forecasting and cost allocation
- Spearheaded Financial Control efficiency improvement project, working with Product Control team to eliminate redundant responsibilities and partnering with Technology team to automate processes

JP MORGAN CHASE & CO.

New York, NY

Senior Associate – Basel Measurement & Analytics

2013 - 2014

- Led team of 15 to design and implement a firm-wide risk calculator, enhancing computation flexibility and capital efficiency for over 1 million trading positions, as well as reducing manual manpower by 88%
- Managed team to research regulatory changes and forecast impacts on firm capital holdings
- Overhauled the market risk management operating procedures across 12 business units, collaborating with the Model Development and Quantitative Research teams to define algorithmic risk calculations across 34 securities
- Co-authored quantitative impact study with Model Development team identifying \$5B in regulatory capital savings

BARCLAYS INVESTMENT BANK

New York, NY

Senior Analyst – Securitized Products and Fixed Income Rates

2010 - 2013

- Evaluated product and industry opportunities with senior management by analyzing historical securitization trends and funding costs, contributing to the group's 10% year-over-year profit increase
- Led implementation of Credit Valuation Adjustment discounting methodology to hedging swap positions; educated over 10 product controllers and substantiated monthly P&L impact to senior management
- Reduced the firm's excess reserves by more than 10% by creating a U.S. cost of fund model to strategically raise cash and identify opportunities to reduce daily funding costs

ADDITIONAL INFORMATION

- **Leadership and Community Engagement:** Junior Board Member of Community Access, Mentor of Minds Matter
- **Interests:** Pipa performer, rock climber, wooden roller coaster fan, amateur acrylic painter, NYC Skee-ball League player

EVAN BURFORD

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Majors in Strategic Management and Business Analytics

2015-2017

- 750 GMAT, Director's List, Spring 2016.
- Class of 2017 Writer's Challenge: 2nd place out of 850 participants for writing, semi-finalist for reviewing.
- VP of Operations, Wharton Consulting Conference 2016. Managing team of 3, overseeing all logistical matters behind event.
- Director of Client & Project Development, Wharton Community Consultants. Responsible for sourcing all non-profit partnerships, tripling applications submitted from previous year. Will mentor 6-7 student engagement teams.
- Project manager, Field Application Project for Fortune 500 tech firm. Offered paid role in follow-up FAP project.

UNIVERSITY OF CALIFORNIA, LOS ANGELES

Los Angeles, CA

Bachelor of Arts in Economics, Minor in English

2007-2011

- Active in project management through community service: Executive Director of Project Literacy, a student-run NPO with 150 active volunteers at 7 weekly sites combatting illiteracy in Los Angeles, and Director of Logistics for UCLA Relay for Life, which raised \$130,000 in 2010 and which received national recognition by the American Cancer Society.

EXPERIENCE

SIMON-KUCHER & PARTNERS

San Francisco, CA

Summer Associate Consultant

Summer 2016

- Data lead on pricing optimization engagement for public company in the B2B technology space. Worked with client core team members across the organization to draw and present insights on customer segmentation, willingness-to-pay, cost-to-serve, cost-to-acquire, discounting spreads and lifetime value. Presented findings with client C suite, which were key in gaining group support for project hypotheses going forward.
- Managed qualitative research: as the data expert, wrote/revised discussion guides and conducted roughly 30 hours of customer interviews and utilized insights to refine hypotheses for testing during the quantitative phase.
- Team lead on intern business development project. Conducted extensive internal research, held partner-level workshops and delivered new proposal-building materials to be distributed throughout the company. Managing partner recommended project work be submitted for company award.
- Offered full-time position as Senior Consultant.

SONY PICTURES ENTERTAINMENT

Culver City, CA

Senior Financial Analyst

2012-2015

- Performed extensive FP&A modeling for international title P&L, cash flow, and tax expense by territory, and recommended changes to existing film estimates to releasing executives. Important for testing release date scenarios, managing marketing spend and assembling film slates for the outgoing fiscal years.
- Independently redesigned 6 global FP&A models used by international finance, using sales research to replace broad, global assumptions with far more detailed, territory-specific calculations and cutting time required by 50%.
- Re-built and performed all analytical processes under severe time and resource constraint during Sony breach of 2014-2015.
- Home Office coordinator for territory finance teams in 9 countries for all matters of financial reporting, budgeting/forecasting, special projects, etc.
- Post-restructuring, managed the transition of workflows to a new team of 6 shared-service employees from Manila.

WILSHIRE ASSOCIATES INC

Santa Monica, CA

Analyst

2011-2012

- Analyzed, reported, and monitored large institutional clients' investment portfolio performance, and prepared monthly and quarterly executive summaries and presentations.
- Served as point of contact between custodian banks, clients and Wilshire consultants.
- Independently initiated and implemented a process improvement project, including heavy use of self-taught Visual Basic code, which saved team roughly 40 hours of data entry every month.

ADDITIONAL INFORMATION

- **Interests:** Film and television, creative writing, golf, running, hiking & camping, and volunteering with youth populations.
- **Skills:** Expert in Excel & Visual Basic, SAP, R Studio.
- **Volunteering:** Mentor for Young Storyteller's Foundation 2012-2015, a creative writing focused youth mentorship program.
- **Certifications:** Passed the CFA Level 1 exam.

AJAY CHALLAGALLA

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Strategic Management and Finance

2015-2017

- GMAT 770 (Verbal- 44, Quant -50)
- Member of Wharton's Community Consultants, Squash, Canada, Technology and India Clubs
- Built a fundraising strategy for Diversified Scholars Initiative to help them start an NGO aimed at increasing under-represented minorities in science and technology

NATIONAL INSTITUTE OF TECHNOLOGY

Warangal, India

Bachelor of Technology in Computer Engineering

2007-2011

- GPA 8.66/10. Ranked in top 5% of class
- Admitted to Texas A&M research program in Robotics and AI (Summer 2009)
- Published academic papers in Data Mining at IEEE COMPSAC (Seoul, 2010) and IEEE TENCON (Singapore, 2009)
- Won best research poster award at IBM's Academic Research Exchange

EXPERIENCE

AMAZON

Seattle, USA

Senior Product Manager for Technical Products Intern

2016

- Developed a strategy for Amazon Web Services to expand payment options and local currency pricing models to 34 countries
- Identified a \$2.5B FinTech company for acquisition to gain access to local payment methods in over 60 countries

IRISS ELECTRONIC TRAVEL DISTRIBUTION

Hyderabad, India

Executive Director / Founding Member

2012-2015

- Developed business model and product design that led to creation of IRISS, a B2B software that integrates low-cost airlines onto existing booking systems
- Achieved annual transaction volume of \$30M with more than 700 clients within 18 months
- Grew client base by 50% by leading company's first step towards global expansion in UAE
- Built a Business Continuity Plan, which was instrumental in IRISS signing our first major client, American Express
- Led a 12-person team to build IRISS 360° suite of products that includes an online corporate travel policy management tool
- Redesigned customer support model to ensure 90% of client queries were resolved in less than 10 minutes
- Started a weekly cross-team collaboration meeting to encourage innovation and broaden the perspective of my teams

GOLDMAN SACHS

Bangalore, India

Technology Analyst

2011-2014

- Gained buy-in of Global Management team to bring the first global regulatory technology project to India
- Maintained fluid communication with Regulatory Finance teams in New York, London, Zurich, Paris and Frankfurt to understand their requirements and deliver technology solutions
- Led global team of 8 to develop the Basel 3 regulatory IT framework within the external regulatory timelines; trained 6 new hires on regulatory and technology skills required for project
- Became the resident expert for the regulatory team on all technology aspects from architecture to user experience

NAANDI COMMUNITY AND WATER SERVICE

Hyderabad, India

Part-Time Consultant / Volunteer

2014

- Increased company's water service user base by 30% by introducing an incentive scheme to motivate water plant operators to encourage villagers to drink clean water
- Built a technology system to reduce costs in tracking daily water distribution by \$25,000
- Designed business plan while collaborating with external consultants to ensure sustainability of company's services

ADDITIONAL INFORMATION

- **Nationality:** USA, Overseas Citizen of India(OCI)
- **Software Skills:** Java, SQL, Ruby, C++
 - Enjoy solving programming problems/puzzles in my free time
- **Languages:** English, Hindi and Telugu
- **Interests:** Cricket, Squash, Poker and Golf (Beginner - started playing over the summer)

ANGELA K. CHANG

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

MBA Candidate; Major in Finance, Management, Real Estate

2015-2017

- Independent Study (Predictive Statistics) – BCTV Nielsen Ratings Regression Analysis (partnership w/ Lionsgate)
- Teaching Assistant for Wharton Professor Minyuan Zhao - MGMT 611 (Managing the Established Enterprise)
- Teaching Assistant for Wharton Professor Fernando Ferreira - FNCE 721 (Real Estate Investments)
- Omnicom Communication Fellow, Wharton Finance Conference Committee – Panel Director, Media & Entertainment Club, Wharton Women in Business, Mock Interviewer for UPENN Career Mgmt., Sailing Club, Boxing Club

PRINCETON UNIVERSITY

Princeton, NJ

Bachelor of Arts, Major in Economics

1997-2001

- magna cum laude, GPA 3.71/4.00
- Senior Thesis – *An Analysis of Dynamic Efficiency: The Pricing of Pharmaceutical Drugs in the United States*; Statistical modeling of the causes of prescription drug price escalation

EXPERIENCE

LIONSGATE

Santa Monica, CA

MBA Intern – TV Sales and Digital Distribution

Summer 2016

- Regression Analysis – Built a model that predicts BCTV Ratings for movies (1st window); comprehensive evaluation of predictor variables using various statistical methods
- Cable Networks Sales Pitches – Created proposals (of Lionsgate library titles and new releases) for various networks using optimization techniques working within network guidelines; evaluation of comparable ratings performers
- Assessment of a recent Lionsgate acquisition of unscripted content; Proposed strategies for sales of 2nd windows
- Business Review of distribution partner – presentation of recent and cumulative revenues, data tables, suggested improvements for materials delivery and restoration of classic library titles

FIDELITY INVESTMENT HOLDINGS, LLC.

Los Angeles, CA

Active Investor

2010-2015

- Managed day to day activity for New Orleans-focused real estate investment fund
- Portfolio diversification through selective acquisitions; cash flow allocation maintenance and forecasting; financial performance data reports; portfolio valuation; management of portfolio leasing activity and various ad-hoc analyses

COHEN AND COMPANY

Los Angeles, CA

Director, Structured Finance

2009-2010

- Senior Relationship Manager for Hedge Funds; Built out and expanded firm's credit trading and structured finance platforms
- Products coverage – corporate (cash/synthetic), CLO/CDO's, mortgage products, SPAC's, and exotics

DEUTSCHE BANK

New York, NY

Vice President, Structured Credit Sales – Hedge Funds

2001-2008

- Relationship manager for platinum priority hedge funds; Covered 20+ top grossing accounts 2008
- Exceeded production targets by a minimum of 75% every year for 6 years; Top producer with 35% of production coming from illiquid structures and special finance deals – e.g. film finance deals Gun Hill Road I & II with Sony Pictures and Universal, real estate co-finance, credit contingent commodity linked notes, CAT bonds
- Developed a weekly summary write-up highlighting new trade ideas ranging from credit basis trades, equity options, and index arb for hedge fund clients; well received and became a permanent weekly resource for all sales and trading
- Extensive product exposure - Flow products coverage includes single name credit default swaps (investment grade and high yield), corporate bonds, abs/cmb, index tranches, emerging markets, commodities, and exotics
- Developed financial models (e.g. DB CDS Pricer – used as a client tutorial, comparative pricing tool; Designed macro MTM calculator to price credit default swap portfolios to address needs of clients for valuations and automate mark to market process)
- Managed mentor programs for summer undergrad/grad interns (provided networking opportunities, career guidance, and product knowledge); Active in franchise marketing for Global Markets, Princeton undergrad recruiting team

ADDITIONAL INFORMATION

Activities: Food and Water Watch – Lead Volunteer for Porter Ranch; Providence Holy Cross Hospital – Fundraising Guild; Pacific Sailing and Yacht Club; Tennis; Travel

Analytics/Programs: Bloomberg, JMP Pro statistical software, VBA, Excel, PowerPoint

CHRISTINA CHANG

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Management

2015-2017

- **Leadership:** Wharton Graduate Association – VP of Club & Conference Finance, Media & Entertainment Club – Treasurer
- **Membership:** Wharton Women in Business, Consulting Club, Marketing Club, Tennis Club, Politics & Public Policy Club
- **Global Consulting Practicum:** Selected from competitive applicant pool to consult Israeli digital printing company

BARNARD COLLEGE, COLUMBIA UNIVERSITY

New York, NY

Bachelor of Arts; Major in Psychology, Minor in Political Science

2004-2008

- **Honors/Awards:** Magna Cum Laude (GPA 3.73); Dean's List ('04-'08); Scholar, Asian Columbia Alumni Association; Oscar S. Straus Fellow, Guggenheim Foundation; Student Leadership Award ('07-'08); Junior Marshal; Senior Marshal
- **Leadership:** Student Government Association – VP of Student Activities and Co-Chair of Club Budget Committee; Columbia Interschool Governing Board – Secretary and Barnard Rep.; Peer-to-Peer Learning Program – Tutor

EXPERIENCE

TRACY ANDERSON METHOD (*fitness, wellness & lifestyle brand*)

Sag Harbor & New York, NY

Project Analyst

Summer 2016

- Provided “chief-of-staff” support to the CEO through multiple special projects: product/service ROI modeling, new product pricing, studio operations analysis, membership growth and retention analysis, development of customer acquisition strategies, streamlining manufacturing and shipping/logistics processes for packaged retail food products
- Created investor deck and built financial models to identify best use of capital and other resources for growth opportunities in food and apparel, as well as brick-and-mortar studio expansion
- Managed relationships with retailers and manufacturers for packaged retail food / nutritional products; coordinated fulfillment of sales orders received from retailers; performed competitive analysis of sports nutrition landscape

MORGAN STANLEY

New York, NY

Registered Associate, Global Wealth Management

2014-2015

- Managed daily operations for and communication with private clients representing over \$1bn in assets under management
- Developed holistic advisory solutions for prospective and existing high net worth individuals, families, endowments, and employer-sponsored retirement plans, taking into consideration client investment objectives and risk/suitability profiles
- Created and implemented customized tax management and trust/estate planning strategies to increase tax savings for clients
- Managed existing and established new partnerships with over 30 outside managers; conducted quarterly performance review meetings with outside managers; conducted quantitative and qualitative investment due diligence on over 100 equity, fixed income, and alternative investments products; prepared performance analysis reports
- Communicated deal information regarding initial public offerings underwritten by MS to clients, and negotiated with capital markets group regarding our team's allocations, leading to increased client satisfaction
- Partnered with Private Banking Group to create and implement banking and lending solutions (i.e., mortgages, credit lines) to private clients. Exceeded team annual revenue target of \$25mm in 2014

ALLIANCEBERNSTEIN

New York, NY

Private Client Associate, Global Wealth Management

2012-2013

Private Client Coordinator, Global Wealth Management

2010-2012

- Prepared and presented investment proposals to prospective (mostly offshore) clients; aided in acquisition of several new clients, including a \$300mm offshore client; provided translation support for Mandarin Chinese-speaking clients/prospects
- Selected by management to be: departmental resource on international accounts/procedures, member of Private Client Associate Advisory Council, member of Client Communications Focus Group, Mentor to Summer Interns/New Associates
- Recipient of 4Q12 “Above and Beyond Award” (given quarterly to top performers in each department)

DAVIS POLK & WARDWELL, LLP

New York, NY

Legal Assistant, Litigation

2008-2010

- Senior legal assistant on multi-state, multi-defendant pharmaceutical drug class action lawsuit; managed document and research database for all defendants' counsel; drafted and circulated weekly communications to all defendants' counsel

ADDITIONAL INFORMATION

Languages: Mandarin Chinese (fluent), French (proficient)

Leadership: Development Director ('13-'15) and Treasurer ('11-'13) of Manhattan Young Democrats; Elected Member of New York County Democratic Committee ('13-'15); VP of Barnard College Class of 2008 Ten-Year Reunion Committee

Interests: Personal fitness (half-marathons, boot camps, barre), cooking, spicy cuisine, reading (member of two book clubs)

SUNGWOO CHUNG

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Strategic Management

2015-2017

- **Honors:** Sole recipient of merit-based scholarship from Chojun Scholarship Foundation in Korea
- **Leadership:** Member of Welcome Committee, Board member of Korean Club
- **Additional Involvement:** Consulting Club, Media & Entertainment Club, Veterans Club, and Greater China Club

YONSEI UNIVERSITY

Seoul, Korea

Bachelor of Arts in Mass Communication; Concentration in Marketing Communication and Media

2005-2010

- **Honors:** Early graduation as *summa cum laude* (GPA: 4.12 / 4.30); recipient of full merit scholarship
- **Leadership:** Student board member of Mass Communication department

UNIVERSITY OF CALIFORNIA, BERKELEY

Berkeley, CA

Exchange Student Program; Two Semesters

2007

- **Dean's High Honors List**—given to top 4% in Letters & Science department
- Initiated the Gentilly Project, covering aftermath of Katrina in New Orleans through social media, in graduate course of journalism

EXPERIENCE

BRITISH AMERICAN TOBACCO (BAT)

Seoul, Korea; Kuala Lumpur, Malaysia

- Early promotion to Manager (2013), youngest manager in British American Tobacco Korea office as of 2015
- Best training practice for marketing team globally recognized by British American Tobacco headquarter (2014)

Trade Marketing & Distribution Competency and Change Manager

2013-2015

- Directed a national project of transforming Trade Marketing team by improving competencies of newly created Trade Marketing Reps (TMR) across 23 branches in Korea with multi-dimensional training modules aligned with Global Marketing team
- Implemented the restructuring of organization's business model from direct sales to third-party telesales with delivery services by analyzing capability requirements for over 60 different new roles and by recruiting and training 800 new third party employees
- Achieved cost savings of \$21.5 million as of 2015, doubling the annual profit, through a successful transition to new route to market model with redesigned marketing organization and retail service frequency

Key Account Executive

2012-2013

- Negotiated over \$10 million worth of annual merchandising contracts with key customers that account for 15% of total BAT sales
- Embedded a new merchandising scheme (Pay for Performance) in 2013 annual contracts with key customers by classifying outlets based on sales and allocating merchandising fee to each volume group, resulting in a 20% decrease in account contract fee
- Initiated a retailer incentive program, one of 2013 Trade Marketing strategies in BAT Malaysia, to build a stronger partnership with key customers through designing a new merchandising fee scheme and communication tool for sales forces to engage with retailers
- Developed a new sales forecasting formula based on in depth analysis of Malaysian tobacco industry (share trend, competitors' activities, market size growth, and stock movement), resulting in a 99% accuracy of sales forecast for three consecutive months
- Constructed overall trade execution plans to lead cross-functional projects based on solid analyses of stock transition, cost implication, impact on sales, and resources in field

Global Management Trainee

2010-2012

- Completed two year fast track program three months earlier than peer group with exceptional performances in all assigned management roles in six departmental rotations within Marketing team

AMERICAN FORCES NETWORK KOREA (AFNK), 8th US ARMY

Seoul, Korea

Military Broadcast Journalist / Studio Director / Web Content Specialist

2008-2010

- Led the First Signal Brigade as a senior sergeant and trained KATUSAs (Korean Augmentation to the United States Army)
- Filmed, produced, and anchored over 50 news stories aired on global network of American Forces Network
- Awarded Radio News Report Product of Quarter—given to top radio news reporter of the quarter certified by AFN
- Awarded The U.S. Army Commendation Medal—selected as top soldier of the year over 400 troops in the First Signal Brigade

ADDITIONAL INFORMATION

- **Languages:** Korean (native), Mandarin (basic)
- **Others:** Semi-professional singer and show host (performing for corporate events and wedding ceremonies), passionate athlete (soccer, crossfit, swimming, kungfu), enthusiastic traveler (visited over 50 cities and islands to date)

SARAH CORNFELD

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Majoring in Marketing, Operations & Business Analytics

2015-2017

- *Honors:* Awarded George Schirer Fellowship recognizing outstanding academic and professional accomplishments, exceptional character, integrity, and leadership, and potential for future distinguished achievement
- *Leadership:* Selected as instructor for undergrad marketing course; Elected Education Director, Marketing Club; Social Vice President, Squash Club; Member, Technology, Data & Analytics, and Scotch & Whiskey Clubs

PRINCETON UNIVERSITY

Princeton, NJ

Bachelor of Arts in Politics, summa cum laude

2007-2011

- *Honors:* Graduated in top 2% of class
- *Leadership:* Captain, Women's Club Soccer; Treasurer & Director, Center for Jewish Life; Social Director, Tower Club

EXPERIENCE

GOOGLE

Mountain View, CA

Strategic Operations Intern, Google Play

Summer 2016

- Developed and tested an analytical model in SQL to evaluate the performance of over 70K apps and games and 5K developer portfolios on Google Play globally based on install, revenue, and engagement growth metrics
- Worked cross-functionally across the organization to receive buy-in from business development managers and executive leadership to implement model to track and manage performance, identify future team focus areas, and assess team impact

DELOITTE CONSULTING LLP

Washington, DC

Consultant, Strategy & Operations

2013-2015

Analyst, Strategy & Operations

2011-2013

- Consistently ranked in top 5% of peer class all years based on client work and firm contributions
- Developed and co-managed partnership between 1776, the global start-up incubator based in DC, and Deloitte Consulting

Marketing & Data Analytics

- Built regression model in R based on customer, competitive, and geospatial data to predict client revenue by zip code across the nation; recommended top markets for expansion based on revenue model, growth trajectory, and ease of implementation
- Created and implemented new revenue attribution methodologies and data processes, adopted across the client organization, to determine source(s) of a new program's revenue and the benefit of each dollar based on source
- Defined customer strategy and segments for a national museum, identifying customers' distinct needs before, during, and after their visit; outlined opportunities and appropriate channels to optimize acquisition, retention, and customer development

Financial & Operational Acumen

- Constructed financial model and return on investment analysis to inform multi-billion technology investment decisions given various hardware/software alternatives, growth scenarios, and legislative outcomes
- Developed the business case (including projections for revenues, costs, and cost savings) and secured executive approval for a new program to expand customer access to clients' products/services and generate \$1.2B in net profit over 5 years
- Managed and implemented design of performance measurement and evaluation tool for new program; defined metrics, data processes, and reporting dashboards for CEO of multibillion-dollar organization
- Collaborated with cross-functional project team, client, and end-users to develop and implement a change management strategy and encourage end-user adoption of the world's largest health information technology implementation
- Within first year, selected to lead team of 5 to create a model to evaluate implementation effectiveness based on patient health outcomes, financial performance, technology operations, and customer satisfaction

Growth Strategy & Partnerships

- Developed customer-focused retail partnership expansion strategy, target operating model, and business plan for client's retail business to generate additional \$1.3B in revenue over ten years; recommended target markets, industries, and partners, and developed pitch materials to bring partners on board
- Successfully crafted materials and pitched national retail partnership with Staples; developed negotiation prep materials and financial models to determine impact of sharing costs (e.g., volume-based incentives, up-front costs, marketing campaigns)
- Continued to work alongside the retailer to track success of the program, manage product mix, and brief partner on key performance indicators with daily performance dashboard; retailer requested full expansion of the program given success

ADDITIONAL INFORMATION

- **Interests:** Vinyl records, Five Thirty Eight & NY Times Upshot blogs, psychology of decision-making, soccer, puns
- **Community:** Board Member, Sidwell Friends School Alumni Association; Pro Bono Consultant, Urban Alliance
- **Technical Skills:** Proficient in statistical packages (R, STATA, JMP), SQL, and Tableau

GREGORY DONA

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Statistics and Marketing

2015–2017

- VP Social, Events & Education of Wharton's Media & Entertainment Club and active in the Marketing and Tech Clubs
- GMAT: 760 (99th Percentile)

DARTMOUTH COLLEGE

Hanover, NH

Bachelor of Arts in Economics

2006–2010

- Wrote music reviews and columns for *The Dartmouth* and *The Dartmouth Free Press* and wrote articles for *Squeezebox*, the college's music magazine
- Hosted and DJed a weekly radio show spotlighting new indie music on Dartmouth College Radio
- Social Chairman and Rush Chairman of Bones Gate Fraternity
- Member of school's first co-ed senior society, Fire & Skoal, which connects campus leaders to Dartmouth's professors

EXPERIENCE

SPOTIFY

New York, NY

Business Development & Partnerships Intern

Summer 2016

- Analyzed global opportunities for Spotify's different membership tiers, and developed a student discount expansion plan projected to generate millions of new subscriptions in its first two years
- Collaborated with teams including finance, licensing, and marketing to develop a consistent, company-wide strategy
- Assessed vendors' technical capabilities, global footprints, and fixed and variable costs

FRIENDLY GREG

Brooklyn, NY

Self-Employed DJ and Entrepreneur

2010–2015

- Performed DJ sets live at concerts and nightclubs and curated music for businesses and special events
- Negotiated contracts with brands including Warby Parker, Wieden+Kennedy, Swarovski, Beatport/SFX Entertainment
- Marketed by sharing music, upcoming performances, and lifestyle content with over 1,000 fans on social media
- Grew revenue to \$70,000 in four years and increased revenue by 75% between 2012 and 2013
- Curated a mix for Energizer Battery's Bonnaroo marketing campaign to increase brand awareness among 80,000 attendees
- Performed with artists including Grammy-nominated producer Avicii; Academy Award-winning rappers Three 6 Mafia; and Platinum artists Jason Derulo, Ellie Goulding, Mike Posner, Icona Pop, Capital Cities, and Wynter Gordon
- Worked with a wide range of collaborators, including company CEOs, venue managers, event promoters, and more

REVOLVE FITNESS

New York, NY

Music Consultant and Curator

2012–2016

- Created system that matches song types and tempos to different drills to motivate members of a boutique cycling gym
- Curated music playlists for instructors to use in more than 50 classes per week

4 ARTIST MANAGEMENT

New York, NY

Office Manager

2012–2014

- Managed bookkeeping, including invoicing and tracking payments for a four-person DJ management startup
- Interacted with more than 20,000 fans and followers of the company's client base of 20 artists by releasing free DJ mixes, promoting new music, announcing concerts, and highlighting DJs' accomplishments on Facebook, Twitter, and Instagram

ADDITIONAL INFORMATION

- Volunteer: Created a lesson program to teach Spotify employees how to DJ; mentored up-and-coming DJs in New York; earned Eagle Scout rank by earning more than 20 merit badges and directing a service project to build and paint murals with positive themes on picnic tables for St. Philip's School and Community Center in Dallas
- Interests: Run 10-15 miles per week; enjoy live music and board games; traveled to 14 countries, including Spain, Costa Rica, Mexico, Scotland, and my favorite, Japan; member of the Wharton Hockey and Tennis Clubs
- Technical skills: Python (basic), R (basic), JMP and JMP Pro (intermediate)

NEHA C. GOEL

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EDUCATION

THE WHARTON SCHOOL & THE LAUDER INSTITUTE, UNIVERSITY OF PENNSYLVANIA **Philadelphia, PA**
Master of Business Administration Candidate; Major in Entrepreneurial Management **2015-2017**

Master of International Studies Candidate; Focus in Hindi and South Asia

- Awarded the Leonard Lauder Fellowship, a highly select, merit-based full scholarship for Master of International Studies
- Vice President of the Wharton FinTech Club; Director of the Wharton India Economic Forum; Student Life Fellow

PRINCETON UNIVERSITY **Princeton, NJ**
Bachelor of Arts; cum laude in Woodrow Wilson School of Public & International Affairs, with **2007-2011**
certificate in South Asian Studies

- GPA: 3.71 / 4.00; ranked in top quintile of undergraduate students across all departments
- Admitted to Princeton University's only selective undergraduate major via committee consensus

EXPERIENCE

AIRBNB PAYMENTS, INC. **San Francisco, CA**
MBA Summer Associate **Summer 2016**

- Ran branded payment card pilot targeting ~2600 guests, managing product users from end-to-end, conducting merchant-level and ZIP-code-level analysis of all resulting card spend, and presenting pilot overview and results to C-suite
- Optimized US gift card program, including vendor management, and helped create plan to lift sales ~40%
- Acted as product manager for a stored value counter, a minimum viable product for digital wallet service, thereby securing e-money institute certification for Airbnb in the EU and enabling digital money transfers throughout region
- Acted as product manager for expansion of Airbnb gift cards to Europe, creating technical and design requirements

NERDWALLET **San Francisco, CA**
Business Operations & Strategy Extern **Winter 2015**

- Developed market assessment of \$1B consumer loan education industry for goal of ~5% market share
- Launched minimum viable product across auto, student, mortgage, and personal loans with ~5 loan options per type
- Led outreach to loan underwriters / engines and closed one deal with loan engine, in conjunction with team of three
- Presented assessment, product launch details, and outreach results directly to C-suite

DELOITTE CONSULTING **San Jose, CA**
Strategy & Operations Consultant **2013-2015**
Business Analyst **2011-2013**

- Selected for full business school sponsorship as a top-performing Consultant
- Coordinated Deloitte & Touche's Global Mobile Financial Services & Payments Practice
 - Led two-person team within ~20 person group across Consulting, Financial Advisory, Audit, and Tax, reporting to global practice lead, running monthly practice calls, and overseeing support for ~70 client proposals annually
 - Grew practice roster ~50% to 900 members from 68 countries; helped increase overall payments revenue ~75%
- Admitted to selective fellowship at Deloitte's Center for the Edge, an internal think tank
 - Co-authored retail thought piece *The Retail Transformation: Cultivating Choice, Experience, and Trust*
- Select casework:

Customer Experience / Loyalty

- Designed inorganic growth strategy for top three credit card company based on current and forecasted gaps in customer experience and card value proposition, complete with sample target companies, in conjunction with team of four
- Constructed and filled in framework that aligned ~160 gaps to ~300 sample targets

Mobile Wallet

- Defined optimal features for joint venture by top three card company and big-box retailer, in conjunction with team of two
- Developed target state user interaction processes for mobile wallet / prepaid card
- Helped to launch card securing ~600K users, including ~500K new customers, with ~\$300M loaded

ADDITIONAL INFORMATION

- **Interests:** Travel enthusiast (to 35+ countries), history buff, and avid reader
- **Positions:** Board Secretary for Friends of St. Francis Childcare Center (06/2013-04/2015), an inner-city preschool
- **Languages:** English (native), Hindi (fluent), Spanish (conversational)

ROBERT HAMLIN

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate; Major in Finance & Management

Philadelphia, PA
2015-2017

- Executive Director for 2017 Wharton Buyout Competition. Co-President of Comedy Club.
- First Year Honors (Top 20%). Omnicom Communication Fellow.

HARVARD UNIVERSITY

A.B. in Social Studies (Cum Laude)

Cambridge, MA
2006-2010

- Active in Harvard International Relations Council (Director) and *The Harvard Crimson* (Associate Sports Chair).
- *Magna Cum Laude* Senior Thesis on Entrepreneurship in China. Recommended for High Honors in Field.

EXPERIENCE

PARNASSUS INVESTMENTS

Research Analyst Intern

San Francisco, CA
June-August, 2016

- Developed equity investment recommendations utilizing bottom-up, fundamental research techniques. Conducted primary research through interviewing management, customers and competitors. Expertise in online travel and specialty chemicals.
- Presented high conviction recommendations on TripAdvisor and PPG Industries to portfolio managers and entire investment team. As a result, full-time analyst monitoring names for potential inclusion in multiple Parnassus funds.

INTERNATIONAL FINANCE CORPORATION (WORLD BANK)

Investment Analyst, Global Infrastructure & Natural Resources

Washington, DC
2013-2015

- Analyzed potential investments by leading due diligence, creating valuation and financial models, drafting investment committee memos and negotiating transaction documents. Completed four equity investments and one senior loan.

Selected Transaction Experience

- **AEGEA Saneamento:** \$25 million growth equity investment in Brazilian water company. Managed due diligence and completed investment committee process on accelerated timeline to enable IFC to receive \$600,000 special dividend.
- **KKS Group:** \$8 million mezzanine financing and \$6 million equity investment in district heating utility and CHP plant developer in Russia. Negotiated exit mechanism for IFC's equity position as well as entry of senior lenders.
- **China Water Affairs:** \$30 million equity investment. Identified revenue growth opportunities in manufacturing subsidiaries outside core water utility business as well as upside in land holdings carried at historic cost.

MARLIN & ASSOCIATES

Investment Banking Professional

New York, NY
2012-2013

- Provided quantitative, analytic and execution support to sell-side and buy-side advisory transactions involving middle market technology and information services firms.
- Advised NYSE Technologies on potential spinoff from NYSE Euronext during its acquisition by ICE. Assessed profitability and established valuation range of SpinCo per inclusion of various technology assets and product lines.
- Initiated relationships with entrepreneurs and venture capital and private equity investors to generate new business. Sourced one sell-side mandate and brought additional interested parties into processes on two other firm mandates.

GOLDMAN SACHS

Investment Banking Analyst

Los Angeles, CA
2010-2012

- Conducted all financial analysis and created rating agency and investor presentations for 7 tax-exempt and taxable municipal bond offerings worth ~\$1.9 billion in principal for state governments, utilities, public universities and hospitals.
- Conceptualized financing structures for the State of Hawaii to refinance municipal bond debt and realize near-term cashflow savings on interest payments.

ADDITIONAL INFORMATION

- **Certifications:** Chartered Financial Analyst.
- **Volunteer Positions:** Leadership Council Member and Guide Leader, The Resolution Project.
- **Languages:** Portuguese (Basic), Mandarin Chinese (Basic).
- **Interests:** Learning languages, Running full and half marathons (Los Angeles, New York City) and Stand-up comedy.

YANJIE HOU

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Marketing and Operations

2015-2017

- **Leadership:** VP of Marketing for the Wharton Graduate Association; Teaching Assistant for Consumer Behavior; Alumni Fellow; Sponsor Coordinator for Wharton Marketing Conference; NYC Trek Director for Media & Entertainment Club

STERN SCHOOL OF BUSINESS, NEW YORK UNIVERSITY

New York, NY

Bachelor of Science in Finance & Accounting, magna cum laude

2006-2010

- **Honors:** Beta Gamma Sigma (top 10% of graduating class), Stern Scholars Program (top 15% of admitted students)

EXPERIENCE

HULLABALU (*media company that creates interactive storybook apps for kids A3-8*)

New York, NY

Marketing and Business Development Intern

Summer 2016

- A/B tested 30 Facebook ads across six parental customer segments; created a playbook that pinpoints the best combinations of images and messaging that lead to the lowest Cost-Per-Action and highest engagement rate across each segment
- Identified three areas of improvements across Hullabalu's App Store pages by analyzing the Asset Optimization practices of top 25 kids' mobile apps; worked with founder and creative team to implement new changes to the App Store pages
- Segmented mom influencers on social media into three main categories and crafted outreach strategy to each segment based on their varying motivations and audience bases
- Tested a variety of strategies that increased Instagram follower base by ~16x over a two-month period

STUYVESANT HIGH SCHOOL ALUMNI MENTORING PROGRAM

New York, NY

Founder and Program Lead

2014-2016

- Designed and implemented a five-session, facilitated group mentoring program focused on helping students gain pre-professional knowledge and skills and enabling alumni to share their experiences and give back to the Stuyvesant community
- Manage team of 14 Alumni/Student Mentor Leaders that lead 32 mentoring sessions and provide 60+ hours of programming
- Oversaw the planning and execution of the recruitment and consistent participation of 71 mentors and 110 mentees in 2015

HBO, INC.

New York, NY

Financial Analyst – Financial Planning & Strategic Analysis

2013-2015

Revenue Strategy and Business Development

- Identified two struggling affiliate customer accounts as opportunities for revenue growth; proposed new wholesale pricing structures and bundling packages estimated to grow accounts' revenue by 10% (vs. projected 6% decline)
- Analyzed and structured eight affiliate licensing deals expected to generate over \$9 billion revenue within the next five years, including revenue deal structures for contemplated Comcast/Time Warner Cable merger
- Partnered with Affiliate Sales to craft new business development pitches for three of the nation's 15 largest cable companies that better align HBO's growth and margin goals with the specific customer marketing and strategy of each cable company

Cross-Functional Leadership

- Evaluated financial and operational impacts of different deal terms and presented findings to senior executives in Finance, Legal, and Affiliate Sales to aid decision-making for revenue deal negotiations with cable, satellite, and telco customers
- Partnered with Affiliate Sales, Marketing, and Finance/Reporting teams to develop comprehensive annual budget and five-year plans for domestic subscription revenue (over \$4 billion), Licensing & Retail P&L's, and Sales & Marketing expenses

MACQUARIE CAPITAL

New York, NY

Investment Banking Analyst – Telecom, Media, Entertainment and Technology (TMET)

2010-2013

Project Management and Leadership

- Managed the timeline and deliverables of a capital raise that included a 120+ page marketing document for investors, financial model, and completion of regulatory/technical due diligence; project resulted in \$100MM infusion of new equity
- Worked directly with Telecom Company's CFO and finance team to rebuild their financial model from scratch with quantifiable operating metrics; model is now used by the Company for all of their financial analysis and budget planning
- Trained and managed team of three full-time analysts and four summer analysts on 10+ projects

Strategic Advisory and Competitive Analysis

- Collaborated with CFO and COO of Fiber Company and telecom consultants to refine customer segmentation strategy
- Conducted due diligence with equity analysts and legal team on the Chinese E-Commerce market to understand competitive dynamics and growth trajectory for a potential Macquarie investment in one of China's largest E-Commerce companies

ADDITIONAL INFORMATION

- **Interests:** San Antonio Spurs, Photoshop, new restaurants, long-distance road races and race bib collecting
- **Community:** Board member of the Stuyvesant High School Alumni Association, former mentor for SEO Scholars

OXANA IBRAGIMOVA

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate; Major in Multinational Management

Member of Wharton's Consulting Club, Women in Business, Public Speaking Club, and Storytellers Club

Philadelphia, PA

2015-2017

PLEKHANOV RUSSIAN ACADEMY OF ECONOMICS

Department of International Economic Relations, Specialist Degree in Economics

Diploma with Honors

Moscow, Russia

1998-2003

EXPERIENCE

GRANT THORNTON

Partner (01/2011-07/2015) – Director (10/2009-12/2010) – Senior Manager (02/2009-09/2009)

Performance Improvement

Moscow, Russia

2009-2015

- Supervised and completed automation of document flow in record time; GT Russia was acknowledged 1 of 15 most efficient member firms, later assigned with facilitating automation process in CIS countries
- Led national project on the standardization of working papers; resulting in decrease of staff time by 15%
- Improved internal processes and controls; as a result, firm received "No Exceptions" report from GTI Global for the 1st time in firm's history

People Development

- Established a robust system of recruitment from Intern to Partner levels, allowing triple increase in department personnel over the past 5 years
- Developed department's overall training program and motivation scheme, held 100+ internal training sessions, increased transparency of career growth which decreased annual staff turnover by 45% over 5 years

Corporate Strategy

- Supervised initial evaluation and subsequent post-merger adaptation of 4 new member firms (Latvia, Estonia, Lithuania and Mongolia, total of 100+ new professionals serving 100+ clients)
- Initiated and evolved business development on IT, Telecom and Media market thus growing the firm's audit and assurance turnover by 25% and increasing brand recognition in respective segments
- Developed and implemented measures resulting in growth of department profit by more than 20%

ERNST & YOUNG (EY)

Manager (07/2006-02/2009) – Senior Audit Consultant (03/2006-06/2006)

Moscow, Russia

2006-2009

- Got promoted to Manager within only 3 months as a result of taking over Team leader functions on 1st-year assignment
- Managed 4-6 engagements at a time along my tenure
- Actively participated in recruitment processes: conducted 500+ job interviews and designed several events and initiatives attracting several hundreds of university graduates
- Oversaw training and development of 10+ counselees

PRICEWATERHOUSECOOPERS (PwC)

Senior Consultant (10/2005-03/2006) – Audit Consultant (10/2003-09/2005) – Intern (01/2003-09/2003)

Moscow, Russia

2003-2006

- For 3 years combined audit functions with work for PwC Academy (designed and delivered trainings to external clients)
- Initiated, prepared and delivered in cooperation with Top-10 Russian universities 100+ recruitment and educational events for final year students, raising awareness of audit profession among future potential employees and clients
- Received 2 Appreciation Awards, based on input into student educational programs and graduate marketing activities

ADDITIONAL INFORMATION

- **Interests:** Strive to explore new continents and regions (have been to 70 countries); Enjoy photography (recent images published in Digital Photo (UK), December 2014 issue); Sports (established a personal record of 15,000 rope jumps)
- **Positions:** founder of CHORDOMA.RU, a Charity Foundation targeted at assisting people afflicted with chordoma disease; assisted 10+ patients in getting free professional medical treatment worth more than US\$ 2 million, bringing their chances of long-term survival up to 80%
- **Languages:** Native speaker of Russian

JEFFREY JOSE

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Strategic Management & Business Analytics

2015-2017

- President, Wharton Technology Club – Elected to lead one of the biggest professional clubs at Wharton.
- Digital Editor, Wharton Journal – Spearheading a digital-first vision for the historic publication.
- Producer, Wharton Follies – Managed vendor relationships, sponsorships and ticket sales.

BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI (BITS PILANI)

Pilani, India

Bachelor of Engineering with Honors; Major in Electrical and Electronics Engineering

2005-2009

- Joint Coordinator, Electrical & Electronics (EE) Association – Supervised 2-tier team for technical projects.
- Established the office of Publicity-in-Charge in EE Association. Conceived branding strategies for 7 national events.

EXPERIENCE

VMWARE

Palo Alto, CA

Product Manager Intern

Summer 2016

- Made recommendations on product roadmap and messaging based on a survey designed in collaboration with product marketing, technical account managers and sales. Results widely used online and in the keynote of VMworld 2016.
- Analyzed software telemetry data of over 100M rows and presented findings to the business unit. Identified gaps in data and made recommendations to engineering. Analysis performed using Pandas, Jupyter notebook and Tableau.
- Designed a framework for a dashboard that shows product usage patterns for top 20 customers.

DREAMWORKS ANIMATION SKG

Bangalore, India

Lead Technical Director

2012-2015

Awarded DreamWorks Star Award 2015 for product strategy and vision, and DreamWorks Training Award in 2015 & 2012.

Product Management

- Led multiple teams of software engineers to design, develop and launch internal DreamWorks products –
Critiq – A movie review platform, the first product made in the India studio. Influenced executives, producers and directors to adopt the product, and is currently the standard for all movies at the studio.
Perform – A performance review system. Worked with HR, department heads and managers to replace the existing system, and is currently used for performance reviews at the studio.
Portal – A webapp hub for all studio activities. Designed and led development of a fast search algorithm using Python and redis, SVG based mapping using d3.js and a high performance HTTP media delivery service using AngularJS
- Designed and delivered the MVP of **Plan** - A first-ever capacity planner for movie production. Plan lets executives do scenario planning for multiple parallel movie productions, including work tracking and billing.

Leadership

- Supervised the team of 15 Technical Directors for movies Rise of the Guardians, Mr. Peabody & Sherman, Rocky & Bullwinkle, Secrets of the Masters III and 4 other feature film productions. Credits on IMDb.
- Led the production of the studio's first "next-generation movie" - How to Train Your Dragon 2. Worked with engineering to adopt alpha software, provided feedback and guidelines while managing to deliver the movie on time.
- Built and grew multiple product teams in the studio by hiring externally and identifying internal talent.

DREAMWORKS ANIMATION SKG

Bangalore, India

Technical Director

2009-2012

- Designed and co-created a pipeline for movie data transfer, and led the product development for 3 years. Gave a talk at Pycon India 2014 about the design, architecture and challenges of the distributed system.
- Technical Direction for 30 artists on 6 feature productions, covering complex visual effects shots with Point Based Global Illumination (PBGI), fur, water, fire, debris and hi-fidelity character rigs. Credits on IMDb.
- Developed movie pipeline in Python for Surfacing/Texturing and Lighting in 3 generations of software architectures.
- Conducted 150+ hours of teaching for the Training dept for topics such as programming, Python and Linux tools

ADDITIONAL INFORMATION

- **Programming Languages:** Python, SQL, R, tclsh, HTML, CSS/LESS & Javascript, Coffeescript
- **Technical Skills:** Computer Graphics, Android Development, Scalable systems design, Full-stack web development, Distributed Computing, Data Analytics
- **Interests:** Running (ultra – 100k, 21k, trails), Badminton, Soccer, Graphics Design and Photography
- **Languages:** Hindi (fluent) and Malayalam (native)

THAIS JUNQUEIRA

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Finance and Marketing

2015-2017

- Board member of Latin American Student Association, member of Tech Club, Women in Business and Marketing Club

UNIVERSITY OF SAO PAULO

Sao Paulo, Brazil

Bachelor of Science in Civil Engineering

2007-2011

- Analyst in the Center of Studies of Naval Management, conducting studies and research on the naval sector (ports, shipyards, industry regulation, among others) and supporting a consulting firm Verax Consultoria (2009-2010)

EXPERIENCE

AMAZON

Seattle, WA

Senior Product Manager Intern

Summer 2016

- Analyzed fees for every product sold through Fulfillment by Amazon and identified opportunities to increase revenues, lower costs, and improve third party sellers' experience with potential incremental gross profit of up to \$1.4B through 2020

THE BOSTON CONSULTING GROUP

Sao Paulo, Brazil

Senior Associate

2014-2015

Associate

2012-2014

Strategy and analytics experience:

- Analyzed viability of market entry of leading Indian automotive player in Brazil, defining size of opportunity and entry strategy and developing the project's business case
- Revised strategy of the air shuttle services of a \$4B Brazilian airline, developing a flight-by-flight diagnosis of client and competitors and recommending solutions for route networks, price optimization, on board and airport service, punctuality and regularity of flights and overall brand image worth \$60M in incremental revenue
- Assessed excess baggage operations for airline, implementing new metrics and daily management report, IT adjustments in airports to reinforce control and pricing-related solutions, creating \$20M in additional revenue
- Developed assessment of Brazil's public education, focused on teacher's continuing capacitation, in partnership with Brazil's biggest NGO; analyzed over 3,000 stakeholders, structuring the country's challenges and respective solutions; study was presented to the Ministry of Education and drove creation of over 500 scholarships for teachers
- Developed analysis for turnaround of \$2B consumer goods firm, defining opportunities to cut costs by revising relationships with current and prospective suppliers and negotiating price reductions, identifying potential annual savings of up to \$10M

Marketing and consumer insights:

- Redefined strategy of the Premium Tariff of Brazilian airline, conducting consumer preferences analysis and establishing dynamic pricing, a new benefit package to be offered, and the communication plan, worth \$30M in additional revenue
- Redesigned Brazilian airline's e-marketing strategy, analyzing effectiveness of current actions, identifying benchmarks and best practices and establishing guidelines and mechanisms to improve sales conversion, worth \$15M in incremental revenue
- Redefined services offered in all digital sales channels (B2C and B2B websites, mobile apps, mobile/tablet sites, Facebook store) of Brazilian airline, considering benchmarks, competition assessment and customers' needs for each interface

Client leadership and organizational experience:

- Structured and executed management initiatives to increase production efficiency of two business units for Brazilian oil & gas corporation; led project teams through development of detailed 5-year plans, establishment of new KPI's and definition of overall efficiency goals, with \$8.8B estimated margin gains
- Structured separation process for Chairman and CEO roles at \$2B Brazilian construction company, designing final organizational model, succession process and development plan for successors' first year

VALUE PARTNERS MANAGEMENT CONSULTING

Sao Paulo, Brazil

Analyst Intern

Q1-Q2 2011

- Assessed market entry of Italian appliance manufacturer in Brazil, analyzing client and competitor positioning and recommending acquisition of an established player

ADDITIONAL INFORMATION

- **Interests:** Travelling, jogging, trekking, playing acoustic guitar and watching movies
- **Community work:** Volunteer consultant for Yunus Social Business (social projects incubator); Supporter of Lar do Caminho (orphanage), tutoring English and providing school supplies and toys for kids
- **Languages:** Portuguese (native), Spanish (advanced)

AMANDA KERSEN

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Majors in Finance and Business Analytics

2015-2017

- **Honors:** Director's List Fall 2015 and Spring 2016 (top 10%), First Year Honors (top 20%), and the Andrew and Denise Saul Fellowship for outstanding academic and professional accomplishments, exceptional character, integrity, and leadership
- **Leadership:** Member Education Director for the Wharton Consulting Club, Head Producer for the Wharton Follies, Vice President of Communications and Trek Director for the Wharton Sports Business Club
- **GMAT:** 770 (50 Quantitative, 47 Verbal; 99th percentile)

HARVARD UNIVERSITY

Cambridge, MA

Bachelor of Arts in Applied Mathematics

2008-2012

- Active in the Harvard Bach Society Orchestra (violinist) and the Hasty Pudding Theatricals (pianist)

EXPERIENCE

BAIN & COMPANY

Los Angeles, CA

Summer Associate

Summer 2016

- Evaluated the current structure and strategy of the marketing organization of a large U.S. hospitality company
- Led the benchmarking process, conducted expert interviews, and synthesized key findings to develop best practices for the future marketing organization

MORGAN STANLEY

New York, NY

Analyst – Public Finance Investment Banking

2012-2015

Summer Analyst – Public Finance Investment Banking

Summer 2011

- Developed and presented debt structuring alternatives to help higher education and not-for-profit entities raise capital ranging from \$50 million - \$1 billion+ through the use of tax-exempt and taxable offerings, along with derivative products
 - Selected to run department recruiting for full-time and summer analysts. Interviewed and selected candidates for final round super-day interviews
 - Appointed by senior management as sole analyst to serve as a department ambassador and mentor to summer analysts
- Deal Execution*
- Executed 15 senior managed transactions for a total par of over \$3 billion
 - Performed credit analyses, including *pro forma* modeling to forecast financial statements. Implemented a targeted credit strategy for Pepperdine University over the course of two financings that totaled \$128 million. Resulted in a credit rating upgrade for the University
 - Designed customized debt structure models for financings in conjunction with clients and underwriting desks. Restructured Northwestern University's aggregate debt portfolio through the execution of a \$500 million corporate-style new money and refinancing transaction to support campus projects
 - Partnered with senior finance clients to prepare investor roadshows, coordinate investor meetings and calls, and to present financing results
 - Collaborated on the execution the Metropolitan Museum of Art's long-term debt IPO as member of a two-person banking team; created the Museum's investor marketing materials which contributed to the Museum achieving the lowest ever coupon for a 30-year bond

APOLLO GLOBAL MANAGEMENT

New York, NY

Summer Analyst

Summer 2010

- Analyzed impact of implementing different strategies in response to pending tax reform legislation that would affect tax treatment of carried interest
- Conducted analysis related to potential quantitative, structural, and investor changes on the company's existing holdings

ADDITIONAL INFORMATION

- **Interests:** Music (classical violinist, classical and jazz pianist), scuba diving, fantasy football, NY Giants
- **Technical Skills:** Java, C, XHTML/HTML, CSS, PHP, SQL, JavaScript/AJAX, Objective-C, Python, R, MATLAB
- **Certifications:** FINRA Series 79, FINRA Series 52

MARYAM SULEMAN KHAN

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Entrepreneurial Management and Marketing

2015 -2017

- Officer - Media and Entertainment Club, Social Chair – AAMBAA, Consulting Club, Retail Club, Hockey

AMHERST COLLEGE

Amherst, MA

Bachelor of Arts in Law Jurisprudence and Social Thought

2006 - 2010

- Commencement Speaker – elected by classmates to speak at graduation
- Director and Founder, Women of Amherst (Raised \$20K for women's shelters over three years); Amherst Merit Scholarship; Tom Gerety Fellowship for Action; Peer Advocate of Sexual Respect, Mead Art Museum intern

EXPERIENCE

ANN INC.

New York, NY

MBA Finance and Strategy Intern, C-Suite Initiatives

Summer 2016

- Partnered with CFO and senior executives to implement new business adjacencies for Ann from concept planning to implementation; conducted surveys and performed financial modelling, risk analysis, and market research
- Authored research report on real-estate value plays which was presented to CEO, Gary Muto and later selected by Gary to present these findings to Ascena CEO David Jaffe and parent company board at annual review meeting; recommendations are now instrumental in guiding expansion into new regions and building out a data analytics system

THE ABRAAJ GROUP

Lahore & Peshawar, Pakistan

Consultant, Healthcare Implementation Project

2015

- Drafted feasibility report for a \$4M healthcare investment as main field consultant
- Led field research: compiled extensive provider, patient, and industry data, identified trends, conducted financial analysis, analyzed forecasts, presented final recommendations to senior management

DIGNOSCO (*social enterprise for human capital that challenges traditional Higher Ed narrative*)

Lahore, Pakistan

Business and Social Impact Strategist

2014-2015

- Managed 5-person team to build social impact pipeline, and secured \$400K in need-based scholarships
- Developed performance metrics to measure ROI, led targeted college awareness campaigns, developed extensive outreach programs in hostile environments, and conducted seminars and training workshops for rural schools
- Conducted executive education program aimed at turning around distressed state owned enterprises to state officials

UBS

New York, NY

Associate, Office of the Chief Investment Strategist

2013-2014

Thematic Associate, Industry Research

2011-2013

- Wrote 100+ sector-specific and thematic industry reports requiring in-depth analysis of financial metrics and operational industry drivers, read by 200,000 financial advisors, clients, and institutional investors; youngest author of this type of report
- Communicated with senior management and advisors globally across a range of subjects including fiscal policy, healthcare, tech, sustainability, energy, geopolitics, ETFs to develop investment recommendations at UBS
- Personally selected by the Chief Investment Strategist, Mike Ryan, as his associate. Supported him on all aspects of internal investment decisions, operational decision-making, and strategic planning
- Started *Recap and Outlook*, one of the highest ranked publications, averaging 100,000+ downloads per year

TEACH FOR AMERICA

New York, NY

Recruitment Associate, National Office

2010-2011

- Supported two directors and led 12 student leaders to achieve highest applicant growth among 20 teams
- Conducted market analysis, and implemented strategies to drive accepted applicant growth in target segments, including 40% growth in underrepresented minorities at NYU and Cornell
- Developed strategic planning methodologies implemented across national recruitment team; resulted in improved management, collaboration and key performance indicator tracking

ADDITIONAL INFORMATION

- **Leadership:** Public Speaking (Top debater in Pakistan, Pakistan Team Captain 2006); Seeds of Peace Young Leadership Committee; Community Service (UBS Global Volunteer Award), Global Shaper, World Economic Forum
- **Interests:** Travel (most recently in Japan and Kashmir) hip hop; fashion; street art; entrepreneurship; public transport
- **Languages:** Urdu (Native); Hindi (Native); Punjabi (Native); and Arabic (Basic)
- **Licenses and Technical Skills:** Series 7, 66, Salesforce, SLX

SUSAN J KIM

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Health Care Management & Organizational Effectiveness

2015-2017

- Global Health Volunteers (Co-President, Education VP), Health Care Club (Finance VP), Health Care Business Conference Committee (Operations Director), Social Impact Club (Logistics Director), Admissions Program (Co-Chair, Fellow)
- Global Health Volunteers – Elected Program Manager for volunteer service engagement centered on delivering a business plan and Social Return on Investment analysis for an innovative medical device developed by a nonprofit in Bangalore, India

THE UNIVERSITY OF MARYLAND, COLLEGE PARK

College Park, MD

Bachelor of Science in Information Systems & Marketing, Bachelor of Arts in Psychology

2007-2011

- Banneker/Key Merit Scholarship covering full tuition, room, and board

EXPERIENCE

Collaborative Health Systems (Universal American)

White Plains, NY

The largest operator of Accountable Care Organizations in the U.S., with over 4,000 providers across 20+ ACOs covering ~250k lives

2016

- Initiated development of a customized population health dashboard prototype alongside a clinical team in integrating disparate data sources to provide a predictive analytics tool to monitor beneficiary health across several levels
- Conducted market research to assess regional ACO and primary care physician group landscapes and trends within the U.S.

Deloitte Consulting, LLP

Arlington, VA

Business Technology Analyst, Consultant, Senior Consultant

2011-2015

- Coordinated and interacted directly with Food & Drug Administration (FDA) clients across 5 domains to understand business challenges and present data analytics visualization solutions that consolidate all major data sources towards enhanced communication and analysis
- Oversaw and facilitated FDA testing efforts to provide updated reports, dashboards, and database functions via SQL script to meet all deadlines toward the development of an end-to-end enterprise ready big data analytics solution
- Successfully standardized and presented project-related internal process improvements to senior management and clients via advocating and implementing government-supplied COTS tool for requirements gathering, report and dashboard development, and testing efforts
- Led writing efforts for 1 FDA and 3 Department of State (DoS) government contract winning proposals and recompetes, assisting in adding \$15 million in contracts
- Managed functional team and oversaw 10 testing and development human resources in implementing and transitioning a yearlong modernization application release for DoS enrollment website, serving 9+ million U.S. citizens/nationals and 250+ global U.S. consulate offices, resulting in a 50% reduction in information required by users to complete system enrollment
- Selected by leadership to present formal demonstration outlining effective use of DoS's consular system to over 30 consular officers stationed around the world
- Analyzed and reported statistical and historical trends of system usage and performance to assist in driving client decision making during an engagement for travel enrollment services and global crisis management applications
- Produced new USAID country profiles used in proposals for Honduras, Iraq, Mozambique, and South Africa. Drove efforts to highlight Deloitte's efforts in establishing gender equality in developing countries
- Managed and led team across 6 workstreams of approximately 25 volunteers in organizing and executing 24 on-campus events, increasing hiring yield from 15 in FY13 to 29 in FY14, quadrupling engineering hires and increasing brand awareness

Northern Virginia Family Services

Oakton, VA

Volunteer

2012-2014

- Attained Certified Application Counselor certification to counsel families enrolling in affordable health care through interpreting the Health Marketplace program, assisting clients manage and complete enrollment forms, and providing affordable healthcare materials every weekend during the open enrollment period
- Led/volunteered in Head Start program (organization promoting under-served children) events in FY12, FY13, and FY14

ADDITIONAL INFORMATION

- **Interests:** Running (Completed multiple half marathons and marathons), hiking, attending concerts/festivals, and excelling at exploring new places for dessert (especially within the ice cream realm)

JINA KOO

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate; Major in Entrepreneurial Management

Philadelphia, PA
2015-2017

- Director of Alumni and Career Networking for Wharton Korea Club
- Active membership in Wharton Women in Business Club, Tech Club, Entrepreneurship Club, Marketing Club, Food Club

BOSTON UNIVERSITY, SCHOOL OF HOSPITALITY ADMINISTRATION

Bachelor of Science; Major in Hospitality Administration, Minor in Chinese Language

Boston, MA
2006-2010

- Awarded *Cum Laude*
- Founder of BU International Students of Hospitality Administration, Phillip Charm Business Plan Competition finalist, Merit of Excellence for R. Fitzgerald Chinese Literature Contest

EXPERIENCE

WAYFAIR

MBA Summer Associate, Storage & Organization Category

Boston, MA
Summer 2016

- Launched related items features for category by anchoring 120 top-performing SKUs across 50 other top-viewed categories on site and catalogue, estimated to yield 10X incremental revenue to \$2M by next fiscal year
- Designed changes to 10+ landing pages and navigation panels in collaboration with product managers, engineers, SEO and site merchandising teams by analyzing customer browsing data for 5 sub-categories and key opportunities to optimize conversion
- Developed new product strategy for closet customization interface, including product roadmap, pricing, SKU selection and playbook for category management team on how to approach suppliers and key internal stakeholders

BAIN & COMPANY, INC.

Associate Consultant

Seoul, Korea
2013-2015

Corporate Strategy

- Devised long-term growth strategy and roadmap for Korea's largest retailer by reassessing current business portfolio and identifying new business opportunities valued at \$1B in cosmetics and fashion e-commerce in China market
- Developed Southeast Asia go-to-market strategy for a global retailer by leading a 5-country benchmarking study on innovative ecommerce platforms to evaluate market trends, competition, key success factors, and consumer behavior
- Created new business and brand strategies for a bank's first e-commerce business by identifying high-margin products, benchmarking competitors and conducting customer surveys; increased market share to 40% to become top player

Customer Analytics

- Conducted 50+ field interviews and customer surveys for a dairy manufacturer to identify unique purchasing behavior for 20+ product offerings; managed trial phase for new promotional strategies and improved order conversion by 10%
- Constructed new customer segmentations for a credit card company based on 15+ demographic variables and loyalty metrics on monthly variability in spending and share of wallet to redefine high-value customers

Internal Product Management

- Led cross-functional teams for launching internal cloud server and upgrading internal PowerPoint graphics tools for Bain global offices; reduced slide production outsourcing costs by 10-15% annually
- Developed and managed global roll-out of training sessions for PowerPoint graphics tools and pilot programs to test cloud migration; measured performance of new features for both products in pre/post analyses to drive future enhancements

OURHOME CO. LTD (KOREA'S LARGEST FOOD SERVICE PROVIDER)

Part-time Advisor, Business Development

Seoul, Korea
2011-Present

- Conceptualized brand for Korea's first quick service restaurant serving traditional cuisine, achieving \$300M+ aggregate revenue
- Developed product positioning and global expansion strategies for pre-packaged food products; exports approx. 1M units to North America, Asia, and Middle East annually

KPMG LLC.

Transaction Services Analyst

Seoul, Korea
2010-2011

- Conducted industry research, analyzed key revenue and cost accounts to perform due diligence for 7+ global M&A transactions

ADDITIONAL INFORMATION

- **Skills:** SQL, HTML/CSS (basic), JMP, Bloomberg, Adobe Photoshop
- **Interests:** YouTube DIY make-up tutorials, gourmet food treks, tennis, community outreach (Special Olympics)
- **Languages:** Native speaker of English and Korean, proficient in Chinese, conversant in Spanish

YANG YANG LIU

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Finance and Marketing

2015 – 2017

- Recipient of the Joseph Wharton Fellowship (\$32,000) – awarded for academic and professional achievements.
- LA Trek Director for Media & Entertainment Club; Head of Finance for Art Club; Mountaineering & Climbing Club.

UNIVERSITY OF CALIFORNIA, BERKELEY

Berkeley, CA

Bachelor of Science in Business Administration (Haas School of Business)

2007 – 2011

Bachelor of Arts in Statistics (College of Letters and Science)

2007 – 2011

- Pledge Master, Beta Alpha Psi – international business honors organization.
- Haas External Case Competition Team – individually selected to be on the team of four chosen to represent the Haas Business School at the international business case competition hosted by Thammasat University in Bangkok, Thailand.

EXPERIENCE

GRANDVIEW / AUTOMATIK ENTERTAINMENT

Los Angeles, CA

Intern

Aug 2016 - Present

- Wrote coverage pieces for scripts and novels for the film producers and literary talent managers.
- Researched potential true stories, novels, and other articles for adaptation into feature films and/or television shows.

LIONS GATE ENTERTAINMENT

Los Angeles, CA

Corporate Development Intern

May 2016 – Sep 2016

- Researched global television production trends to give guidance on several potential television acquisition targets.
- Projected ultimates and future cash flows from shows in production to determine profitability of creating subsequent seasons.
- Built a master financial model for the company's digital channels, helping the division manage its cash requirements.

VISTRA GROUP

Hong Kong

Business Analyst, Office of the CEO

2013 – 2015

- Managed Vistra's robust deal pipeline by overseeing multiple concurrent transactions. Built pro forma statements and valuation matrices to determine optimum deal pricing and structure, and spearheaded legal, financial, and commercial due diligence. Resulted in closing ten successfully executed M&A deals in eighteen months.
- Managed working level bankers and lawyers during the company's dual track IPO and auction processes, which resulted in a seamless and successful sale of company to Baring Private Equity Asia, one of the largest regional private equity firms.
- Penned the business plan presentation to start a Family Office Services (FOS) division, which included market analysis, competitive landscape, and pro forma statements. Resulted in a successful launch of FOS through acquisition.

MORGAN STANLEY

Hong Kong

Investment Banking Analyst, Financial Sponsors Group

2011 – 2013

Investment Banking Summer Analyst, Mergers & Acquisitions Group

2010

- Led day-to-day client coverage of major Asia-based international and regional private equity firms. Worked closely with the investment professionals by assisting them with their industry research and economic and financial data analysis.
- Prepared seller education materials, held the pen for the management presentation, and coordinated buyer Q&A sessions for US\$2.0 billion+ auction process of China Network Systems, a major Taiwanese cable operator.
- Drafted ratings presentation for a US\$150 million senior note offering of China XD Plastics, a leading Chinese supplier of modified plastics to auto part manufacturers. Resulted in a successful above expectation BB- credit rating.

ADDITIONAL INFORMATION

- **Interests:** Hiking (finished a 43 kilometer night hike and raised more than US\$2,000 for charity), baking (specialize in healthy, low-sugar desserts and breads), traveling to remote destinations (Bhutan, Myanmar, Mongolia, etc.), foreign films.
- **Languages:** Conversational Mandarin and conversational Sichuanese.

YVONNE LIU

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate, Majors in Marketing and Finance

2015-2017

- Recipient of John and Lauren Roth Fellowship awarded by MBA Admissions Office.
- Career Treks VP of Entrepreneurship Club; Alumni Relations VP of Media & Entertainment Club.
- Member: Technology, Data Analytics, Private Equity & Venture Capital, Women in Business, and Greater China Clubs.

COLUMBIA COLLEGE, COLUMBIA UNIVERSITY

New York, NY

Bachelor of Arts, Cum Laude, Major in Music

2007-2011

- Vice President of Columbia University National Undergraduate Film Festival; Copy Editor for Columbia Spectator.
- Intern at Focus Features, Home Box Office, The Documentary Group, and NYC Mayor's Office of Citywide Events.
- Volunteer Director for Make Music New York; volunteer at New York Fashion Week and Tribeca Film Festival.

EXPERIENCE

MUSICAL.LY INC.

San Francisco, CA

MBA Intern, Sales and Business Development

Summer 2016

- Shaped and executed the social media app's unprecedented monetization efforts through native advertising campaigns for Coca-Cola and Lionsgate, resulting in 1M+ user-generated videos.
- Analyzed usage data and presented weekly recommendations to co-founders and US business team; initiated construction of internal data dashboard in collaboration with China technical team.
- Led nonprofit project with Ad Council, centered on the first sponsored customization of musical.ly's live-streaming product.

ENTREPRENEURS ROUNDTABLE ACCELERATOR

New York, NY

Pre-MBA Intern

Summer 2015

- Advised 10 startups on user experience design, pitch decks, customer targeting, and go-to-market strategy.
- Assisted managing directors and principal on writing investment memos, compiling updates on 90 portfolio companies, and executing workshops for co-working space of 50+ entrepreneurs.

WARNER BROS. ENTERTAINMENT INC.

Beijing, China

Manager, China, Local Productions & Acquisitions

2014-2015

- Launched WB's content business in China, as part of a 2-person team on the ground, by interfacing with local producers and with U.S.-based internal operations, finance, legal, and creative teams.
- Negotiated and closed 2-year exclusive output deal with Chinese scriptwriting company—the first deal of its kind for WB.
- Sourced and assessed potential investments at pitch stage by analyzing comparable data, budgets, and revenue streams.
- Formulated market entry strategies based on investigation of industry growth, socio-political changes, and consumer habits.

ZHEJIANG TALENT TELEVISION & FILM CO., LTD.

Beijing, China

Manager, Development and Production, Talent International Film Co., Ltd.

2011-2014

- As second in command to film company president, hired and supervised team of 5 development and marketing executives in daily operations of 14 productions simultaneously in different stages of progress.
- Negotiated IMAX, record label, and book publisher deals for *The Hunger Games* and *Catching Fire* in China; coordinated locally tailored marketing and distribution campaigns, resulting in the first film's performance of 70% over expectations.
- Set-up creative elements and financing for Jackie Chan reality shows and movies, including *Skiptrace* co-starring Johnny Knoxville, for which served as Co-Executive Producer and primary contact for U.S. and European co-investment partners.
- Collaborated closely with parent media group's CFO and COO to facilitate compliance with American practices, draft legal agreements, and prepare documents for Chinese government censorship.

ADDITIONAL INFORMATION

- **Interests:** Scuba diving, snowboarding, single malt Scotch, modern art museums, remixing pop songs, hip hop dancing.
- **Language:** Native speaker of Mandarin Chinese, fluent in reading and writing Traditional and Simplified characters.

BRENDA CECILIA MALDONADO

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Business Analytics and Strategic Management

2015-2017

- Co-President of Wharton Hispanic American MBA Association. Director of Events of Politics and Public Policy Club. One for the World Selection Team member.
- GMAT: 770 (99th percentile)

HARVARD UNIVERSITY

Cambridge, MA

Bachelor of Arts in Economics, secondary field in Government

2006-2010

- Leadership roles in Youth for McCain, Kennedy School's Institute of Politics, Harvard Model Congress

EXPERIENCE

McKINSEY & COMPANY

San Francisco, CA

Summer Associate

2016

- Assisted in creating the 3-year strategic roadmap for a medical condition Franchise to guide it through an unprecedented period of change in the industry.
- Supported planning and facilitating off-site client workshop designed to achieve internal alignment on the Franchise's priorities and distill strategic options among a diverse portfolio of products.
- Compiled and organized internal survey results to facilitate an exercise to clarify priorities and resource requirements.
- Analyzed data around sales force performance and compensation to investigate root causes of discrepancies and employee dissatisfaction.

EDUCATE, LLC

New York, NY

Instructional Technology Coach

2014-2015

- Promoted high-leverage instructional goals across five partner schools by analyzing metrics, devising action plans to maximize student learning and professional development, and coaching school leaders and teachers to meet these goals through efficient and self-sustaining use of technology.
- Revised company's internal framework of technology use and instructional strategies. Trained staff to form year-long action plans with partner schools.
- Transitioned English Language Arts department to become 100% paperless, which facilitated delivery of teacher feedback and improved students' writing scores.
- Piloted implementation of Google accounts and differentiated instruction math program to increase student access to technology and learning resources.
- Restructured reading curriculum in two schools to incorporate both whole-class novels and small-group differentiated reading instruction, replacing a program that previously comprised of test-prep workbook modules.

SOUTH BRONX CLASSICAL CHARTER SCHOOL

New York, NY

5th Grade Team Leader

2013-2014

- Managed long-term and daily strategy of 5th grade in areas of curriculum, instruction, data analysis, character development, and operations, in addition to classroom teacher responsibilities noted below.
- Developed team of first-year teachers in curriculum writing, instruction, data analysis, and behavior management.
- Led students to: rank in the top 6% of NYC charter schools on NY State Tests; rank 2nd city-wide in proficiency rates relative to district average; and top all other testing grades within the school in both proficiency rates and rankings.

5th Grade Classroom Teacher

2012-2014

- Delivered daily instruction in six subjects to 5th grade students, who outperformed 93% of their peers in NYC charter schools on NY State Tests in Math and English Language Arts.
- Compiled and analyzed data to modify instruction and target intervention in reading and math, focusing on population of learning disabled students and English Language Learners.

ADDITIONAL INFORMATION

- Fluent in Spanish, proficient in French and Italian, literate in Latin.
- Vice President and founding member of Graduate Board of Directors of The Sablière Society (college social organization).
- Avid enthusiast of soccer, crossword puzzles, historical nonfiction, and travel to Lima, Peru (place of birth).

MISHAAN MEHTA

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate; Double Major in Finance and Accounting

Philadelphia, PA
2015-2017

- Selected to University of North Carolina individual stock pitch competition in 2015 (Alpha Challenge)
- Equity research analyst for student run Wharton Investment Management Fund with \$1.9 million of AUM
- Led the 2015 Wharton Private Equity & Venture Capital Club buy-out private equity trek to 8 funds over 2 days
- Activities: Director of Finance for Wharton Investment Management and Wharton Private Equity & Venture Capital clubs

UNIVERSITY OF MICHIGAN

Dual Degree: Bachelors of Science in Industrial and Operations Engineering & Master in Accounting

Ann Arbor, MI
2003-2008

- GPA: 3.65 (Magna Cum Laude)
- Activities: Selected as one of five graduate student instructors to teach introductory accounting class of 30 students (awarded 50% scholarship to Master of Accounting program); Solar car team (operations)

EXPERIENCE

CAPITAL GROUP

Intern | Equity Research Analyst

San Francisco, CA
Summer 2016

- Covered the 3D printing industry with a focus on 3D Systems (DDD) and Stratasys (SSYS)
- Performed primary research, cultivated relationships with company management teams, mapped out and analyzed the value chain, built company financial models, and developed an investment thesis
- Presented industry review and investment recommendations to over 100 Capital Group portfolio managers and analysts

THE RAINE GROUP

Senior Associate | Merchant Bank

New York, NY
2010-2015

Select Investment Experience:

- Co-authored sports roll-up investment thesis; sourced acquisitions, performed diligence, developed investment committee materials, negotiated legal documentation and coordinated with third-party advisors for transactions valued at \$100 million+:
 - \$15 million acquisition of BeRecruited, largest online high school sports recruiting service (2012)
 - \$34 million acquisition of NCSA, largest offline high school sports recruiting service (2014)
 - \$55 million capital raise from Mubadala, Abu Dhabi's sovereign wealth fund, valuing the roll-up vehicle at a 30% premium to prior round; capital raised for continued acquisition financing (2014)
 - \$5 million acquisition of Athletic Scholarships, digital content provider and lead generation platform (2015)
- Executed \$1.0 million series B investment in Saavn, India's largest digital music streaming service (2014)

Select Advisory Experience:

- Sole financial advisor to the special committee of Playboy on its \$210 million take-private by Hugh Hefner and Rizvi Traverse (2011)
- Sole financial advisor to the Asian Food Channel, largest food focused cable network in Asia, on its \$65 million sale to Scripps Networks Interactive (2013)
- Sole financial advisor to Softbank Corp. on its \$1.26 billion control investment in Brightstar Corp., largest global independent mobile phone distributor (2013)

UBS INVESTMENT BANK

Analyst | Telecom, Media, and Technology Group

New York, NY
2008-2010

- Ranked in top tier of analysts in group and firm worldwide; received 3rd year analyst offer
- Executed \$100 million equity private placement for O3b Networks, a communications satellite services company; financing led by SES S.A (2009)
- Advised RCN Corp on its \$150 million bid to acquire Fiber Net, a publically traded regional U.S. CLEC (failed)

ADDITIONAL INFORMATION

- **Investing:** Managed personal investment portfolio for over 6 years; participated in 5 stock pitch competitions
- **Interests:** Passionate about cricket, squash, golf, and college football
- **Leadership:** Director of Finance (Wharton IM & Wharton PEVC clubs), Michigan recruiting captain (Raine Group & UBS), International orientation leader (Michigan)

PAUL MOSS

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EDUCATION

THE WHARTON SCHOOL & THE LAUDER INSTITUTE, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Finance

2015-2017

Master of International Studies Candidate; Focus in East Asian Studies

- Merit-based fellowship recipient
- General Management Club, Investment Management Club, Comedy Club, Basketball Club, Flag Football (2x Captain)
- Relevant Coursework: Corporate Finance, Managerial Economics, Macroeconomics, Teamwork & Leadership
- Participated in summer language training in Japan; conducted numerous informational interviews with Japanese executives

BRIGHAM YOUNG UNIVERSITY

Provo, UT

Bachelor of Science; Major in Psychology, Minor in Business Strategy

2009-2012

- Graduate with Honors, *cum laude*
- Consulting Club President, Japanese Club Vice President, 4x intramural sports Captain, full tuition scholarship recipient
- Selected for Marriott School's competitive Strategy Program, engaged in 4-month strategy consulting externship

EXPERIENCE

SAMSUNG ELECTRONICS

Seoul, Korea

Associate, Global Strategy Group

2016

- Assessed growth opportunities for \$15B US TV market and prioritized strategic levers for upper level management
- Built financial model to assess size and trajectory of US TV market by channel; uncovered opportunity to recover \$800M in anticipated revenue loss by 2020 and presented findings to senior management
- Awarded exceptional performance reviews from management; received offer to return full time

DELOITTE CONSULTING

Seattle, WA

Consultant, Strategy & Operations

2012-2015

- Former Business Analyst promoted in 2014; consistently given top-performance ratings for client work
- Selected for international deployment, lived in Tokyo for 4 months and traveled to Japan multiple times in 2013 and 2014
- Built financial model to analyze client's payment structure with suppliers realizing \$400K in annual working capital benefit; received praise from CFO for identifying tangible increase in shareholder value
- Directed finance process documentation effort across US, Europe, and Asia offices for global technology client in preparation for shared services outsourcing; received highest possible performance rating from Deloitte leadership
- Led global team of 6 resources, working closely with clients from Italy, China, Japan, Russia, and India to deploy global drug safety tracking solution for \$50B pharmaceutical client, resulting in streamlined FDA compliance efforts
- Pioneered complete redesign of client's supplier contract management process; socialized proposed changes to client senior leadership in Japanese as part of broader procurement centralization strategy projected to save ¥3,000M (~25M USD)
- Delivered monthly call with 40+ members of firm's M&A practice, presenting latest research on various topics within technology, media, and entertainment industries

GRANADA ADVISORS

Salt Lake City, UT

Associate

2010-2011

- Named Lead Analyst 3 times in 4 months, leading teams of 7+ people; promoted to Associate ahead of class
- Selected from class of Associates to accompany Granada CEO in presenting reports to client's management team
- Worked directly with client as project manager to create business plan for series A funding

ADDITIONAL INFORMATION

- **Interests:** *Investing:* 15+ years of investing experience; *Running:* Finisher of 4 marathons, 6 half marathons, 2 triathlons and one 50 mile ultra-marathon; *Teaching:* Former Junior Achievement volunteer and elementary school substitute teacher; *Mentoring:* Led Boy Scout conference in Tokyo with 200+ participants; *Movies:* Avid documentary watcher
- **Positions:** *Junior Achievement Leader:* Organized 40 volunteers to teach 900+ students basic life skills in the classroom; *Kiva.org Team Lead:* Started Boeing's first Kiva.org team (active with 177 loans to 39 different countries); *BYU Strategy Alumni Chapter Lead:* Organized alumni events and coordinated communications; *Eagle Scout*
- **Languages:** Business Fluency in Japanese, awarded "Advanced" distinction through ACTFL Oral Proficiency Interview

DIVYA NARAYANAN

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Marketing and Operations Management

2015-Present

- **Awards:** Recipient of \$50,000 Wharton Lauder Fellowship; Cluster 1 Spirit Award (awarded to 1 of 200 students, peer selected); First Year Honors (Top 20% of class in '15-'16 academic year)
- **Activities:** Writer for Wharton Follies; Leadership Fellow; Minister of Social Affairs for Canada Club; Elected Student Life Representative in Wharton Graduate Association's Cluster Council; Dance Studio Pop & Lock participant; Wildmen Hockey

RICHARD IVEY SCHOOL OF BUSINESS, UNIVERSITY OF WESTERN ONTARIO

London, Canada

Bachelor of Arts, Honors in Business Administration with Distinction (Dean's List)

2006-2010

- HBA'81 Scholarship, \$18,000 awarded to two of 400 students for academic achievement and university leadership
- Western National Faculty Award, \$19,000 scholarship awarded to 20 of 6,000 undergraduate students on the basis of strong academics, community involvement, and innovative thought

EXPERIENCE

COMMONBOND

New York, NY

MBA Accelerator Internship – “Startup Within A Startup”

Jun-Aug 2016

CommonBond is a financial technology startup (Series C) focused on improving the broken student lending market

- Developed a product and go-to-market strategy (user insights, product roadmap, pricing) for a game-changing B2B product that represents a significant revenue opportunity for CommonBond; team presented findings to CEO and CMO biweekly

THANX, INC

San Francisco, CA

Product Marketing Pre-MBA Internship

Feb-Jun 2015

Thanx is a Sequoia Capital backed early-stage start-up focused on making loyalty marketing effortless for small businesses

- Supported all aspects of the “Pizza Loyalty” Sales and Marketing Campaign – collaborating with Design to create high-quality marketing content targeted at managers of pizza restaurants (eBooks, blogs, microsites, landing pages)
- Established Thanx' first paid marketing strategy, optimizing spend on SEM (Google, Bing), Facebook Ads, Display Ads, and Email to drive high-potential leads to targeted content; efforts contributed to relationships with 100+ locations in four months

GOOGLE GLOBAL BUSINESS STRATEGY

Mountain View, CA

Senior Associate

2013-2015

- Distilled financial and strategic insights from Google's business organization into a performance report and presentation for the quarterly Board of Directors meeting led by Google's Chief Business Officer; developed expertise in YouTube/Video ads
- Developed and managed a revenue and resourcing model that supported Google's short term business vision; this model was used by Google's executive team to allocate headcount and OPEX to 15 divisions representing over 20,000 employees

BAIN & COMPANY

Toronto, Canada

Senior Associate Consultant

2012-2013

Associate Consultant

2010-2012

- *Formulated New Global Organizational Structure and Optimized G&A Expenditures for Industrials Co.*
 - Identified \$150-\$250M in global G&A savings opportunities through benchmarking against comparable companies; analysis was presented to the CEO/Executive Team and used to determine global targets
 - Tracked people, timing, implementation, and savings of a three month Corporate restructuring and cost management initiative as project implementation lead
- *Improved Capital Forecasting, Deployment and Management Processes at Mine Co.*
 - Developed model that identified a cumulative \$1B+ NPV gap between planning cycles at Mine Co.'s 10 mines
 - Delivered improved capital process by using insights from interviews with Mine Managers (U.S./LatAm)

ADDITIONAL INFORMATION

- **Positions:** Board of Directors - Friends of Atma Education Canada (2011-2013)
- **Skills:** Google AdWords; HubSpot; Microsoft Office Suite; SQL (self-taught); R (intermediate)
- **Interests:** Music (trumpet, flute, singing); Creative writing & storytelling; Running TV brackets

WILLIAM NAVARRE

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Business Analytics & Management

2015-2017

- President, Media & Entertainment club; member of Entrepreneurship and Ski clubs
- Omnicom Fellow: Selected as communications TA to tutor MBA students on public speaking and persuasion

WAKE FOREST UNIVERSITY

Winston Salem, NC

Bachelor of Science in Business, Calloway School of Business, Dean's List Recipient

2005-2009

- Young Alumni Development Board (Board Member); Kappa Alpha Fraternity (Social Chair, Philanthropy Board)

EXPERIENCE

THE WALT DISNEY COMPANY

Los Angeles, CA

Business Development MBA Intern – Disney ABC Television Group

Summer 2016

- Evaluated potential partnerships with outside vendors to inform revenue opportunities and product enhancements
- Identified and analyzed growth opportunities in branded content; modeled revenue projections and presented to senior executives; the proposed initiative was added to Annual Operating Plan
- Conducted due diligence on digital competitors to optimize social media strategy for the launch of ABC's new digital originals brand (ABCD)
- Advised on partnership negotiations with large technology companies in messaging and music; analyzed contract agreements up for renewal

RUDDER – SOCIAL POLLING

Los Angeles, CA

Real-time polling mobile application that streamlines collaborative decision making (www.rudder-app.com)

Co-Founder and CEO

2015-2016

- Managed a five-person development team from concept design through App Store product launch
- Achieved an average 5-star rating; app was mentioned by Fast Company and TechCrunch
- Negotiated and executed a promotional partnership with apparel company Smathers & Branson

GLOBAL PRODUCE

Los Angeles, CA

Creative film and TV production company with a Universal Pictures first-look deal

Creative Executive

2014-2015

Assistant to Marc Shmuger

2011-2014

- Credited on Alex Gibney's BAFTA winning documentary *We Steal Secrets: The Story of Wikileaks*
- Collaborated with Academy Award nominated writer Paul Attanasio on Universal's remake of *Scarface*, providing story notes, draft edits, and research reports
- Sourced new talent, scripts and manuscripts for project consideration; development recommendations included eventual NY Times Best Sellers *The Fault In Our Stars* and *The Daughter of Smoke and Bone*
- Created and ran the company's Reality TV department; started negotiating the sale of our first show to WE tv prior to leaving

UNITED TALENT AGENCY

Los Angeles, CA

Assistant to Jon Huddle (Motion Picture Literary Agent)

2010-2011

Assistant to Stephanie Comer (Motion Picture Talent Agent)

2010

Mailroom Trainee

2009-2010

- Worked with film executives at Warner Bros., New Line, Paramount and The Weinstein Company to identify UTA writers, directors and actors for upcoming projects
- Reviewed and edited contracts between clients and the major motion picture studios and help source new clients
- Generated agency cast lists for studio projects, arranged travel, covered scripts and tracked cash flow for clients

SNOW PHIPPS PARTNERS, LLC

New York, NY

Summer Analyst

Summer 2007

- Analyzed financial statements and modeled forecasts for potential acquisitions in the industrial sector
- Researched and compiled fundamental company/industry data to inform investment recommendations

ADDITIONAL INFORMATION

- **Skills:** Financial Modeling (*Training The Street*), Computer Science (*Stanford CS 101*), Final Cut Pro
- **Interests:** Film, TV, Theatre, Fly Fishing, Hiking (NOLS leader), Golf, Fantasy Football, and Cooking

SHARON NIE

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate; Major in Finance and Strategic Management

Philadelphia

2015-2017

- GMAT 750; Merit-based Wharton MBA fellowship
- Summit Director of Media & Entertainment Conference, Student Leader of Asia Immersion Program, VP of China Club

COMMUNICATION UNIVERSITY OF CHINA

Bachelor of Arts; Major in Broadcast Journalism, Art of Announcing and Anchoring

Beijing

2005-2009

- Top 1% of class; Dean's list scholarship, merit-based scholarship, student leader award

EXPERIENCE

MCKINSEY & COMPANY

Summer Associate

Shanghai

Jun-Aug, 2016

Urban planning strategy of new city cluster in Shanghai, Infrastructure

- Designed development strategy of regional sport industry. Identified industry trends, key successful factors and built financial model to forecast investment outcomes
- Created development plan for education sector. Conducted demographic segmentation, scanned growth opportunities and developed solutions to close future gap

CHINA MEDIA CAPITAL PARTNERS (TMT focused private equity fund, AUM \$5 bn)

Summer Analyst

Beijing

Apr-Jun, 2015

- Performed due diligence of online apparel company. Analyzed competitive landscape, evaluated supply chain levers and conducted industry benchmarking, resulting \$100 mn investment
- Formulated investment thesis for internet news industry. Identified industry key drivers, analyzing competitive forces and developed company evaluation criteria, which led to a \$3 mn strategic investment

XINHUA NEWS AGENCY (One of world's largest news providers with 200+ worldwide bureaus)

Deputy Head of English News Anchor Department

Beijing

2013-2015

English News Anchor

2009-2013

Awarded by Chinese State Council for professional performance as the youngest recipient historically, nominated for Best News Anchor of national TV prize, selected to represent Xinhua in foreign media, including trailers featured on Times Square, NYC

Leadership & Teamwork

- Co-founded first English TV network (CNC WORLD) in Xinhua's 80-year history, widely recognized by global media including New York Times and Wall Street Journal as China's CNN
- Led cross-function team to produce one-on-one interviews with 100+ renowned global leaders, including former U.S. Treasury Secretary Henry Paulson, UNESCO General Irina Bokova and former CEO of Lehman Brothers Dick Fuld
- Mentored seven anchors to host prime time programs, overhauled training plans while shortened time span by half

Communication

- Presided executive negotiations with Time Warner and BskyB to stipulate collaboration details, distributed CNC to 14 mn U.S. audiences and 11 mn UK families
- Forged new partnership with top tier Chinese commercial real estate company, resulted 20% annual Ad budget savings

Innovation

- Convinced leadership to launch social media presence, designed social media promotion plan and attracted 500,000+ followers on China's twitter-like social media in one month
- Proposed documentary production desk after identifying growth potential, boosted annual revenue by 20%

NBC

Production Coordinator

Beijing

Jul-Aug, 2008

- Reconciled interests of various parties to facilitate NBC news production. Selected from 70+ peers from china for communication and coordination skills

ADDITIONAL INFORMATION

- **Interest:** Freelance bilingual MC; Healthy baking enthusiast—cofounder of an online bakery shop
- **Skills:** CFA Level II Candidate; Native in Mandarin and Fluent in English

MARIA M. PACHECO

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Strategic Management Major

2015-2017

- **Academic:** Awarded merit-based Wharton Fellowship; GMAT: 730 (96th percentile)
- **Leadership:** Wharton Hispanic American MBA Association (Co-President), Wharton Latin America Conference (Programming Director) and MBA Admissions Fellow
- **Wharton International Consulting:** Analyzed user metrics and market trends to develop monetization strategy for new nightlife website/app in the Caribbean
- **Membership:** Media and Entertainment Club, General Management Club, Dance Studio and Women in Business

HARVARD UNIVERSITY

Cambridge, MA

Bachelor of Arts in Psychology, Secondary Concentration in Romance Languages and Literatures

2005-2009

- **Leadership:** Harvard-Radcliffe Television (Business/Communications Director), Harvard Institute of Politics (Executive Team – Treasurer), Office of Admissions (Tour Guide), Internships at Univision and MTV Networks

EXPERIENCE

COMCAST CORPORATION

Philadelphia, PA

MBA Intern, Competitive Planning and Strategy

Summer 2016

- Evaluated customer sign-up and usage data to assess the impact of competitive response strategies in fiber overbuilder cities
- Developed strategy to deepen engagement with multicultural audiences in hyper-competitive markets

PORTLAND COMMUNICATIONS (acquired by Omnicom Group)

New York, NY / London, UK

International strategic communications and reputation management consultancy

Client Strategy Director / Senior Consultant / Account Executive

2009-2015

Hired by CEO of the company to co-found the NY office and drive growth; achieved fast track promotion throughout tenure (skipped over two promotion levels while at company) based on problem-solving skills and top-ranked project and team leadership (consistently awarded performance ratings in top 1% of 150+ person company)

Management and organization

- Promoted to be Portland's youngest ever Director, overseeing NY office and managing team of 10
- Led 5-6 person teams on research-driven strategy development and audience segmentation, and tactical delivery for major Portland NY clients, including BNY Mellon, SABMiller, Facebook and Governments in the Middle East and Africa
- Managed the P&L sheet for the NY office, identifying 10% in cost savings in 2014; suggested streamlined reporting processes for P&L managers and persuaded financial team to implement firm-wide

Problem solving and analysis

- Increased revenue 10% YOY by identifying new markets and creating and implementing business development plans; 70%+ success rate in converting proposals into clients, winning over \$1M in new contracts
- Led highly-technical litigation and asset recovery project for a multinational bank and created tactical roadmap for recovery campaign; liaised with lawyers and accountants to synthesize financial statements and legal documents into key, media-friendly insights; results contributed to judge ordering defendant to pay \$1.63B+ to the bank
- Evaluated sentiment analysis, 1:1 interviews and KPI results to draft foreign policy campaign concepts and redesign organizational structure and workflows for the Communications team in the King of Jordan's Royal Court; led to decreased turnover, improved perceptions of the Court with global decision-makers and new project (valued over \$10M) for Portland

Presentation and interpersonal communication

- Established credibility with C-suite leaders to prepare them for interviews in the *WSJ*, *CNN en Español*, *BBC* and others
- Designed digital engagement and external partnership strategy to increase visibility for Pfizer's largest Corporate Responsibility initiative, resulting in presentation to Pfizer senior management

ADDITIONAL INFORMATION

- **Interests:** Piano (12 years of classical instruction with National Piano Guild qualification), International travel (30+ countries), Jazz and Salsa dancing (choreographed for undergraduate dance team)
- **Community leadership and affiliations:** Harvard Institute of Politics Advisory Board, Harvard College alumni interviewer, Pro bono college applications advisor, Member of the Harvard Club of NY and Soho House
- **Languages:** Spanish (native), Italian (fluent), Arabic (beginner)

VIRAJ PATEL

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Finance & Business Analytics

2015 - 2017

- Appointed Student Life Fellow to help mentor and create a spirited and supportive community for next year's MBA class
- Appointed Communications Representative for Student Council and member of Consulting, Boxing and Ski Clubs
- Wharton Community Consultants program: Advised a non-profit women's therapy center on its employee turnover issue
- GMAT score: 740 (97th percentile)

THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

London, UK

Bachelor of Science in Mathematics and Economics

2008 - 2011

- First Class Honors degree
- Volunteered in an AIESEC Development Internship in India to help raise awareness of HIV/AIDS (Summer 2009)
- Worked in the LSE Students' Union Retail Store, which re-invests its profits back into the student experience (2010-11)

EXPERIENCE

SONY PICTURES TELEVISION

Los Angeles, CA

Business Development MBA Intern

Summer 2016

- Conducted a competitive landscape analysis of a burgeoning \$7B+ market within the TV industry in order to benchmark Sony's market position and generate insights on how to improve this
- Presented analysis/recommendations to divisional CFO, and to other departments in order to obtain cross-functional buy-in

CITIGROUP – INVESTMENT BANKING DIVISION (CITI)

London, UK

Analyst

2011 – 2014

Associate

2014 – 2015

UK Corporate Broking Team

- Produced pitch/marketing materials to help the team maintain and gain market share. Won two new corporate clients and retained two existing corporate clients (following a re-pitch process)
- Earned top performance rankings in latest review cycle

£1B Initial Public Offering (IPO) of a global entertainment company

- Led the production of the market/investor-facing component of the pitch materials which helped Citi win the IPO mandate
- Served as the interface between the client and the market throughout the execution process. Collated all investor/analyst feedback and synthesized this daily into an easy-to-interpret format to be shared with the client
- Briefed Citi's salesforce with the necessary information to disseminate to target investors and thereby generate high quality investor demand for the IPO order book
- Transaction performance induced client to pay Citi 100% of the discretionary performance-related "top-up" fee and helped Citi win a Corporate Broking mandate. Earned Citi a total £3M of revenue through transaction

£33M equity raise by a UK self-storage company

- Co-ordinated work of all advisors (other bank, lawyers and PR firm) to client to ensure smooth execution for client
- Canvassed feedback from investors to assess level of support for transaction and used this to help advise client's CEO/CFO
- Earned Citi £500K of revenue and strengthened relationship with client through transaction (built direct line to CFO)

UK Investment Banking Team

£1B acquisition of a UK industrial printing company by a global Japanese electronics company

- Project managed transaction from start to finish, co-ordinating a global Citi taskforce (across London, New York and Tokyo) to produce materials and provide services for the client
- Advised client (Japanese acquirer) on the UK regulatory mechanics of the transaction and acted as point person for all client queries throughout the transaction. Liaised on behalf of client with the UK Takeover Panel (the supervisory UK M&A body) to ensure it acted in compliance with the Panel's Takeover Code
- Co-ordinated the due diligence process and negotiated with opposing financial advisor to obtain the information necessary for our client's other advisors to conduct a thorough diligence
- Produced materials throughout transaction which were viewed internally as "best-in-class" for replication on other projects. Total revenue to Citi from deal (including cross-sell opportunities resulting from the M&A) was \$20M

ADDITIONAL INFORMATION

- **IT skills:** Bloomberg, FactSet, Factiva, Microsoft Office
- **Interests:** Politics (US and UK), skiing, hip hop/street jazz dancing, community outreach (2016 involvement: *Rebuilding Together Philadelphia* and *Mighty Writers* programs)

SHILPI PATHAK

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

MBA Candidate; Major in Operations and Marketing; GMAT: 730

2015-2017

- Editor-in-Chief, *The Wharton Journal*; oversee weekly publication of print and digital edition of the newspaper.
- Selected as one of 20 MBA students for Growth Consulting Program through Small Business Development Center. Quantified value proposition for a healthcare wearable device startup to raise seed funding. Created extensive sales dashboard for a textile prints studio to compare performance across sales representatives.
- Teaching Assistant for First Year MBA core courses of Accounting and Corporate Finance.

INDIAN INSTITUTE OF MANAGEMENT

Calcutta, India

Executive Program in Management

2009-2010

- First place of 16 teams in case competition sponsored by ICICI Prudential, leading private insurance company in India.

RAIT, UNIVERSITY OF MUMBAI

Mumbai, India

Bachelor of Engineering in Information Technology, First Class with Distinction

2004-2008

- Class Representative in final year of engineering; committee member – Student Union Council.

EXPERIENCE

STRATEGY& - part of the PwC network (formerly Booz & Company)

Chicago, IL

Senior Associate Intern, People & Organization Strategy

Summer 2016

- Designed organization structures and built target operating models for strategic separation of a global insurer. Created standardized data collection process and conducted expert interviews across 20 corporate and business functions to compile a detailed day-one view of separation for client.
- Quantified stranded costs for parent entity and presented findings to executive team, allowing client to implement cost rationalization programs well-before target separation date.

IDHASOFT INC. - private-equity funded technology solutions and services company

Chicago, IL & Mumbai, India

Director – Marketing and Business Development

2014-2015

- Led marketing strategy to help Idhasoft differentiate in crowded SAP ERP reseller market; devised joint sales play with senior management at SAP and executed demand generation plan to reach goal of increasing customer base by 25%.
- Reduced outsourced marketing spend by 30% by building an in-house marketing team of 15 to work on market research, content development, email marketing and telesales, saving \$300,000 annually.
- Initiated customer appreciation program with 80% sign-up rate in 4 months; rebuilt lines of communication with existing customers by documenting success stories and providing discounts against referrals.
- Persuaded senior management at SAP and Idhasoft to explore unique marketing opportunities in industry-based trade shows; participated in North America Seafood Expo with targeted messaging for seafood companies; converted 2 leads into clients.
- Member of executive team that received Partner of Excellence Award 2014 for New Customer Acquisition by SAP.

Senior Manager – Operations and Finance

2012-2014

Manager – Business Strategy

2010-2012

- Oversaw investor reporting, bank reporting and audit; developed detailed executive reports for highlighting business issues and forecasting business trends.
- Streamlined integration of 39 acquired companies by establishing processes and systems for back-office operations, resulting in 8% net margin improvement; mentored and trained team of 20 to transition to new roles, responsibilities and systems.
- Collaborated with CFO to replace factoring arrangement with a line of credit from Wells Fargo, reducing annual interest rate from 21% to 6%. The line of credit was expanded from \$7 million to \$10 million.
- Designed and implemented an integrated system for payroll, expense, travel and timesheet management based on best business practices, resolving \$1 million in annual erroneous payments.

ADDITIONAL INFORMATION

- **Community Service:** Trained 50 young boys in an orphanage in acting and dancing for their extracurricular development. Organized sports day for two consecutive years for the boys to participate in competitive field events.
- **Performing Artist:** Performed stage shows as an improvisation artist. Directed a short-film showcased in Kalaghoda Film Festival, Mumbai in 2008.

JULIE A. ROSENFELD

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Majors in Strategic Management and Marketing

2015 – 2017

- **Leadership:** Non-profit Board Fellow; VP of CSR/Sustainability in Wharton Social Impact Club; Academics Representative for cluster of 220 students; Co-president of Wharton Cocktail Club; Charity Selection Committee for One for the World
- **Membership:** Wharton's General Management Club; Marketing Club; Retail Club; Women in Business Club
- Teacher's Assistant for Marketing Management class

WASHINGTON UNIVERSITY IN ST. LOUIS

St. Louis, MO

Bachelor of Arts; Major in Political Science

2005 – 2009

- *Magna cum laude*; GPA: 3.7/4.0
- William H. and Elizabeth Gray Danforth Scholar – *Four-Year Merit Scholarship for leadership, scholarship, and service*
- Antoinette Dames Award for Most Outstanding Senior Honors Thesis; Thesis: "Muslim Integration in Western Europe"

EXPERIENCE

THE ESTEE LAUDER COMPANIES, INC.

New York, NY

Presidential Management Associate Summer Intern

Summer 2016

Global Strategy and Marketing, Clinique For Men

- Developed comprehensive audit of men's skincare industry and identified global sub-segment growth drivers, particularly in priority markets: US, UK, and China; Recommended new product, digital, e-commerce, and omnichannel innovations and presented to Global Marketing executives
- Collaborated with cross-functional teams to monitor Clinique For Men's sales performance across all channels and regions around the world and to develop new products through fiscal year 2019, including competitive landscape assessment, financial projections, and product design
- Supported development of annual presentation to inform global executive leadership team of brand's strategy and priority initiatives; Helped launch new campaign with digital influencers to support upcoming product launches

RUDER FINN, INC.

New York, NY

Associate Director,

2013 – 2015

Ruder Finn Effect

- Co-founded and co-led Ruder Finn Effect, a new practice area focused on partnering with major corporations and non-profit organizations around large-scale corporate responsibility, cause-marketing, and social awareness programs
- Developed competitive landscape audit, branding materials, budget forecast, and business plan to convince CEO and executive team to launch Ruder Finn Effect and built dedicated team within Ruder Finn
- Created strategic plans for business development including new client acquisition and profitability growth

Senior Account Supervisor / Account Supervisor,

2012 – 2015

Corporate Communications

- Served as Project Lead and maintained day-to-day client contact on multiple accounts, with oversight of \$2.5 million in annual revenue; Provided strategic counsel to C-suite and senior executive clients on corporate reputation, executive thought leadership, media relations, employee engagement, crisis communications, and issues management
- Led multiple RFP responses and competitive pitches to win new clients, and secured opportunities for organic business development and revenue growth with existing clients
- Hired and supervised junior staffers across teams; Managed budget, billing, forecasts, and staffing for multiple accounts

Senior Account Executive / Account Executive / Assistant Account Executive / Executive Trainee,

2009 – 2012

Corporate Communications

- Supported CEO and other C-suite executives' internal and external communications at a \$58 billion global healthcare company, including development of CEO's blog posts, op-eds, speeches, presentations for global conferences and investor meetings, and briefing documents for events and media interviews
- Participated in competitive pitches to acquire two clients: a Fortune 500 corporate philanthropy program and a leading, non-profit disease research organization
- Responsible for recruitment, management, and evaluation of junior staffers; Managed annual budget in excess of \$1 million

ADDITIONAL INFORMATION

- **Founder and president, On The Rebound, Inc:** Nonprofit organization that donates new and used sports equipment to centers serving disadvantaged youth and underwrites team sports
- **Interests:** Traveling- participated in Wharton East Asia Global Immersion Program and studied abroad at La Sorbonne in Paris; Playing and watching sports; Supporting The Michael J. Fox Foundation for Parkinson's Research

CORY ROSENFELD

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate; Major in Marketing and Operations

Philadelphia, PA
2015-2017

- Student Life Fellow and Coordinator, Cluster Council Representative, Employee Relations Director for Consulting Club
- Co-President for Sports Business Club – Led student trek to NY to network with MLB, NHL, and ESPN executives
- Academic Director's List (Top 10%); Member of Basketball Club, Dance Studio and Scotch & Whiskey Club
- GMAT: 760 (99th Percentile)

UNIVERSITY OF MICHIGAN, STEPHEN M. ROSS SCHOOL OF BUSINESS

Bachelor of Business Administration; Emphasis in Finance and Marketing

Ann Arbor, MI
2006-2010

- Cumulative GPA: 3.71
- President, Chief of Executive Board (2009–2010) for Phi Chi Theta Professional Business Fraternity – Organized Economic Symposium featuring GM Purchasing & Supply Chain CIO to discuss recovery of the auto industry with over 300 students
- Fundraising Chair for Hillel Jewish Center – Managed staff of 65 students for most successful Hillel student fundraising campaign in the country, calling 50,000 University affiliates and raising over \$450,000 for Jewish student programming

EXPERIENCE

NATIONAL BASKETBALL ASSOCIATION (NBA)

Graduate Intern – Global Strategy Group

New York, NY
Jun 2016-Aug 2016

- Championed 2016-2017 NBA season scheduling efforts through execution of over 500 comprehensive constraints to a proprietary software in order to optimize key performance indicators such as back-to-back games and trip spacing for teams
- Spearheaded youth fan initiative, seeking to understand how basketball participation and other touchpoints influence fan conversion by analyzing digital and social media data in Indian, South African, the Philippines and Indonesian communities
- Proposed fan acquisition and retention solutions to NBA D-League executives, enabling greater college fan engagement

J.P. MORGAN GLOBAL WEALTH MANAGEMENT

Associate – Global Strategic Programs Group (GSPG)

New York, NY
Dec 2014-May 2015

- Created comprehensive project management tracking solution for 250 projects representing \$300 million of investments, resulting in enhanced communication between the Operating Committee (OC) and Technology, Product and Platform teams
- Streamlined monthly OC reporting framework for 100 projects, identifying key bottlenecks and consequent OC action items

Associate – CEO & COO Business Management Team

Jul 2012-Dec 2014

- Coordinated with CEO and COO on sales management, financial analysis and global risk and regulatory initiatives to support their leadership and oversight of over \$1 trillion of assets and 13,000 employees worldwide
- Developed and implemented “Bureaucracy Busting” campaign with analyses aimed at resolving conflicts and improving process efficiency while maintaining a reliable, transparent client experience, resulting in re-calibrated expense thresholds for over 300 senior managers and re-designed approvals for overdraft interest charges and custom portfolio mandates
- Analyzed financial performance data and brainstormed ideas while writing 75 quarterly earnings notes, senior leader memos, and other organization-wide communications to motivate sales force and provide updates on key initiatives
- Managed content, logistics and execution of global leadership forums and town halls to help the CEO deliver strategic messages and priorities to 300 Senior Leaders, 100 Advisory Council members, and 26 Operating Committee members

Analyst – Portfolio Management Group (PMG)

Jul 2010-Jul 2012

- Performed hedge fund trading execution for Global Access Portfolios, analyzing market conditions and collaborating with Risk, Legal and Portfolio Managers to subscribe and redeem \$20-40 million of orders each month
- On-boarded 65,000 accounts and \$90 billion of assets onto the PMG platform, 90% of discretionary accounts and 70% of assets globally; presented progress to the Investor Leadership Team

Summer Analyst – Law Firms Group

Jun 2009-Aug 2009

- Constructed asset allocations for clients with net worth of \$10 million or more, projecting potential wealth generation and investment ideas in Private Bank pitch books, taking into consideration client risk profiles and suitability
- Designed and presented cold calling tool to Asset Management CEO, incorporating successful prospecting scripts, email guidelines, and other best practices to enable higher client conversion rates for over 5,000 Client Relationship Managers

ADDITIONAL INFORMATION

- **Study Abroad:** Studied Chinese business strategy and Mandarin language at Tsinghua University in Beijing (May 2008)
- **Philanthropy:** Volunteered for NYC Special Olympics in 2014/15; Fundraised for 2013 Alliance for Lupus Research walk
- **Interests:** Trying new foods and learning about new cultures, such as ancient Tanzanian tribes; cheering for University of Michigan and Boston sports; playing basketball, football, and tennis, and participating in hip hop dance teams

GEORGE ANDREW SAAVEDRA

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Majors in Strategic Management and Business Analytics

2015-2017

- Club Leadership and Affiliations: Welcome Committee; Leadership Lecture Committee; Hispanic American MBA Association (Vice President of Club Partnerships); Out4Business (Vice President of Careers); Consulting Club; Tennis Club

NEW YORK UNIVERSITY

New York, NY

Bachelor of Arts; Major in Economics, Minor in History

2006-2010

EXPERIENCE

HSNi

St. Petersburg, FL

MBA Intern, Corporate & Retail Strategy, Cornerstone Brands

2016

- Analyzed business model and competitive landscape of Ballard Designs and Garnet Hill subsidiaries, synthesizing customer demographics, brand survey data and stakeholder interview results into presentation of findings to CEO and CFO of HSNi
- Outlined business case for potential expansion of HSNi retail locations into Boston and Dallas markets, quantifying size of opportunity, potential incremental revenue and cost of inaction
- Identified areas for improvement in company's retail strategy by benchmarking in-store experience against peers and studying precedent case studies of catalog and online retailers diversifying into physical retail locations
- Created and executed strategy to leverage one portfolio company's business intelligence unit across several HSNi brands

CADWALADER, WICKERSHAM & TAFT LLP

New York, NY

Senior Business Development Analyst

2014-2015

Business Development Analyst

2013-2014

- Designed and implemented client monitoring and business development platforms, expanding and diversifying client base
- Presented marketing project updates and client outreach status reports to senior firm leadership at weekly partner meetings
- Supervised business development analysts in preparing briefing materials and pitch books for client meetings
- Monitored business and financial news, synthesizing market events into actionable business development opportunities
- Improved attorney engagement in business development by leading training sessions and preparing reference materials

HUDSON EXECUTIVE CAPITAL LP

New York, NY

Intern

2014-2015

- Assisted founding partners with pre-launch organization for start-up hedge fund focused on constructive shareholder activism
- Coordinated logistics for fund's advisory board comprised of 14 current and former public company CEOs
- Oversaw variety of investor relations initiatives, including development of initial investor presentation, organization of inaugural CEO advisory board meeting and construction of fund website
- Presented research regarding shareholder activism trends and tactics employed by peer funds to founding partners

CRAVATH, SWAINE & MOORE LLP

New York, NY

Mergers & Acquisitions Paralegal

2010-2013

- Managed signing and closing logistics for complex U.S. and cross-border transactions, including public company mergers, LBOs, management-led buyouts and tender and exchange offers
- Oversaw buy-side and sell-side due diligence and document review processes
- Developed training materials, led orientation sessions and served as mentor for incoming paralegals
- Selected transaction experience: Starbucks' \$620M acquisition of Teavana; Unilever's \$700M sale of Skippy to Hormel Foods; Unilever's \$3.7B acquisition of Alberto-Culver Co.; DreamWorks Animation's \$155M acquisition of Classic Media

THE WALT DISNEY COMPANY

New York, NY

Intern, Corporate Responsibility

2008-2010

- Developed relationships with, and oversaw company volunteer efforts for, community organizations
- Collaborated with senior executives to coordinate company-wide job shadowing program for local high school students

ADDITIONAL INFORMATION

- **Organizations:** CITYarts (Co-Chair, Junior Board); Figure Skating in Harlem (Advisory Board Member)
- **Languages:** Intermediate proficiency in Spanish
- **Interests:** Travel to South America, cooking, competitive swimming and Florida politics

EURI JULIE SON

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Strategic Management and Marketing

2015-2017

- Awards: Recipient of merit-based Wharton Fellowship for outstanding personal and professional achievements.
- Leadership: Wharton Journal(Editor-in-Chief), Media&Entertainment Club(Director of Communication).
- Activities: Consulting Club, General Management Club, Wildmen Hockey Club, Korea Club, Wharton Women in Business.
- GMAT Score: 760.

YONSEI UNIVERSITY

Seoul, Korea

Bachelor of Arts in Social Science; Major in Mass Communications, Minor in Business Administration

2006-2011

- GPA: 3.84/4.30. Highest Honors Student, spring 2008. Merit-based scholarship, 2008-2009.
- Leadership: Yonsei cheerleading team(captain), joint college marketing club(communication director).
- One-year exchange student in UCLA: Communication Studies, GPA 3.74/4.0, Dean's List spring 2009.

EXPERIENCE

THE BOSTON CONSULTING GROUP

Seoul, Korea

Summer Consultant

2016 Summer

- Defined the root causes of customer leakage and identified critical phases by prioritizing 80 store brand identity levers, which were materialized for pilot application.
- Enhanced the project storyline by categorizing and developing best practices including the industry benchmarking and millennial customer research which were added into the CEO presentation
- Drew out implications on in-store operational effectiveness by executing intensive data analysis and research on software factors such as the monitoring system and KPI of the employees.

MAEIL BUSINESS NEWSPAPER, MAEKYUNG(MK) MEDIA GROUP

Seoul, Korea

Korea's No.1 business newspaper, with daily circulation of one million

Journalist, Premium(New Media) Department, IT/Mobile, Political Department

2011-2015

Leadership and Firm development

- Led official social network channel of MK Media Group.
- Co-founded daily MK messaging service that provides list of major social issues by email, MMS, and SNS to opinion leaders, which acquired over 10,000 receivers in two weeks.
- Solely designed "MK Mobile Clean Campaign 2014," and led exclusive media partnership with the National Election Commission in the local election drawing out engagement from 10,000 candidates and 100 organizations.

Analytics and Strategy

- Developed product strategy and secured monthly promotion budget of \$5,000 for new digital subscription service, *MK Electronic Newspaper*(acquired 50,000+ paying subscribers in 18 months) by extending digital channels to online video sites and mobile messaging platform.
- Performed extensive readership data analyses and customer research(surveys, split test, focus groups) to merge diverse social brands into single unified brand, which led to 250% social traffic increase.

Cross-Functional Teamwork

- Directed partnership with local event agency to design SNS live communicating system in the World Knowledge Forum, the biggest media-led forum in Asia, comprising 300 global speakers and 3,000 participants.
- Cooperated with external digital production team to create the nationwide first mobile-optimized multimedia news, and introduced 'pay-per-click' advertising model.

ABC NEWS

Seoul, Korea

News Reporter & Research Assistant (Intern)

2010-2011

- Guided news crew from New York Headquarters visiting Seoul Bureau to cover North Korea's attack on Yeonpyeong Island, where the North fired off 170 rounds of artillery. Supported coverage of 36 radio and TV reporting for 10 consecutive days.

ADDITIONAL INFORMATION

- **Interests:** International travel, city representative junior athlete, played violin for 15 years, ice hockey fan, LEGO-lover
- **Activities:** Co-authored book, "Big Data World" and "Power Elite," Designated as one of ten "Honors Reporters 2015" in MK Media Group, Selected as Young Samsung Campus Reporter, Worked in Coffee Bean for one year
- **Languages:** Native speaker of Korean and English (Dual Citizenship: USA, Korea)

ABBY STEWART

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Major in Strategic Management

2015-2017

- *Leadership:* President of the Wharton Graduate Association – 501(c)(3) nonprofit with \$4M budget; VP of Careers, Media & Entertainment Club; TA – Sports Business (Prof. Scott Rosner); TA – Organizational Behavior (Prof. Adam Grant)
- *Awards:* Wharton First-Year Leadership Award (one individual selected by first-year class vote)
- *Member:* Technology Club; Wharton Hispanic American MBA Association; Rebuilding Together; Yoga & Wellness Club
- *Research Projects:* “ESPN in the Age of Digital Disruption;” “Life, Enhanced: Marketing Strategy for Dream Time Vision Augmented Reality;” “Cooperating with the Enemy: Time Warner’s Investment in Hulu”

PRINCETON UNIVERSITY

Princeton, NJ

Bachelor of Arts in History – War, Revolution and the State Concentration

2007-2011

- *Cum Laude;* Major GPA: 3.84
- *Leadership:* Vice President of Princeton University Ballet; DJ for commercial radio station; Writer for the Nassau Weekly
- *Awards:* \$3000 grant for senior thesis analyzing the impact of U.S. political-military strategy during the First World War

EXPERIENCE

THE CHERNIN GROUP

Los Angeles, CA

Summer Associate

2016-2016

- Conducted due diligence for a \$20M+ investment in the eSports sector, developed strategic rationale and financial model for new lines of business, and presented key findings to the C-suite
- Built go-to-market plan for a nascent digital media lifestyle brand, including platform strategy for 6+ verticals, content sequencing across platforms, monetization plan, and launch operations timeline
- Developed partnership strategy and pipeline for a portfolio company looking to expand into new distribution channels and increase its consumer base, met with potential partners to discuss opportunities for collaboration

ACCENTURE, PLC

New York, NY

Consultant, Mergers & Acquisitions Strategy Practice

2014-2015

Senior Business Analyst, Mergers & Acquisitions Strategy Practice

2014-2014

Business Analyst, Mergers & Acquisitions Strategy Practice

2013-2014

- Partnered with direct reports of the CSO, CFO and CMO of a multi-national telecommunications corporation to develop comprehensive post-merger strategy for \$60B+ deal and created all 30+ materials presented to the C-suite
- Conducted due diligence for a global telecommunications equipment company’s joint venture, developed competitive analysis of existing offerings, built financial model of projected \$50M+ investment and evaluated combined capabilities
- Conducted market and competitive analysis, trend and investment forecasts and valuation assessment for wireless service provider’s \$50M+ investment decision
- Led a cross-functional team of 12 people to develop customized integration plans for four of a pharmacy benefits manager’s largest and most complex health insurance customers, consisting of 1.4M patients
- Worked with Senior Director of Finance of a pharmacy benefits manager to develop and implement long-term solution to transfer billing and accounts/receivable for over 1,200 companies to future state finance organization

CENTER FOR STRATEGIC AND BUDGETARY ASSESSMENTS

Washington, DC

Research Assistant, Strategy & Policy

2011-2013

- Oversaw four teams of Congressional aides, industry experts and think tank policymakers to rebalance U.S. military’s portfolio in a constrained fiscal environment; led to current drawdown of the U.S. Army
- Co-wrote five strategic plans on cyber security, future weapons systems, special operations and resource allocation and presented findings to senior leadership in the Department of Defense; resulted in key shifts in current defense planning
- Tested potential long-term strategies through eight war simulations to anticipate and mitigate risk; findings influenced war planning for U.S. Department of Defense

ADDITIONAL INFORMATION

- **Interests:** Television (favorite shows include *Deadwood* and *House of Cards*); Ballet (professional track through college); Hip Hop (particularly the artists of the ‘90s and ‘00s); Travel (planning trips to Russia, Australia and Italy)
- **Internships:** Nickelodeon – Consumer Products and Preschool

JUNE Q. WU

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate; Majors in Finance and Management

2015-2017

- Fall 2015 Director's List (Top 10% of class), First Year Honors (Top 20% of class), Spring 2016 WEMBA and Fall 2016 MBA Corporate Finance teaching assistant
- Marketing VP of Wharton Women in Business, Wharton Nonprofit Board Fellow for the Opera Philadelphia
- Member of Wharton's Technology Club, Penn Chamber Music, Food Club, Yoga & Wellness Club
- GMAT: 770 (99th percentile)

HARVARD COLLEGE

Cambridge, MA

Bachelor of Arts in Economics with Honors, Secondary Field in Computer Science

2007-2011

- Deputy Managing Editor of *The Harvard Crimson* newspaper (led team of 15 editors, 90 reporters in coverage of campus and daily news, 40+ hours/week time commitment)
- Operations Manager of *The Harvard Crimson* newspaper, Co-President of Harvard Piano Society

EXPERIENCE

GOOGLE

Mountain View, CA

MBA Intern, Global Business Strategy

Summer 2016

- Developed company's only cross-functional profitability model assessing profitability of individual advertising products at a country level to identify opportunity for more optimal reallocation of sales and customer support resources
- Collaborated with business partners across Sales Finance, Frontline Sales, Sales Operations and Strategy, and Customer Support to align on model methodology and build consensus around output and recommendations
- Presented key insights to the Chief Business Officer and his leadership team; output will directly influence planning for next year

OLIVER WYMAN

New York, NY

Engagement Manager, Consumer Retail & Media, Technology, Communications Practice

2015

Associate, Consumer Retail & Media, Technology, Communications Practice

2014-2015

- Managed team of 4 consultants to design innovation capabilities and launch roadmap for \$22B global B2B services provider
- Developed content and facilitated monthly workshops with cross-functional client team of 30 senior executives, which resulted in successful implementation of recommendations and highest engagement rate of participating client teams
- Led cross-functional client team of 40 executives on strategic and operational project to design and roll out 3 regional waves of an organizational transformation for \$20B food and facilities services provider to better serve clients and consumers
- Supervised organization-wide process for \$5B retailer to design, communicate, and implement target organization post acquisition; proactively leveraged experience to create "acquisition playbook" that client used for 2 subsequent acquisitions

Senior Consultant, General Consulting Group

2012-2014

Consultant, General Consulting Group

2011-2012

- Analyzed transactions data and built elasticity models to define and implement new pricing strategy for \$11B retailer, driving estimated annual margin gain of \$34 million through redefined store pricing zones and item-specific price moves
- Designed and developed digital go-to-market plan with new tiered offers and product bundles for \$2B U.S. magazine publisher by modeling consumer purchase behavior, with estimated incremental gross profit of \$56 million over 5 years
- Developed content and facilitated workshops in French with senior leadership team of \$11B global chemical company; supported CEO directly on crafting organization transformation communications strategy and messaging

ADDITIONAL INFORMATION

- **Technical Skills:** Advanced data modeling in SQL; Advanced Excel, VBA, PowerPoint; Proficient in C, C++
- **Languages:** Fluent in French; Conversational in Mandarin
- **Concerts:** Recent highlights include piano concerto performance with Orchestre de la Garde Républicaine in Paris, solo performances in Carnegie Hall (Weill Recital Hall, Weill Music Room) and Théâtre du Châtelet in Paris
- **Awards:** Winner/finalist of international, national, and state young artist and amateur piano competitions, including 2007 National YoungArts Foundation (Winner), 2014 International Concours for Outstanding Amateurs in Paris (3rd prize)
- **Volunteering:** Harvard College Schools Committee Interviewer since 2011, New York Piano Society fundraiser since 2014
- **Interests:** Being a news junkie (former Washington Post reporter), running half-marathons, dancing salsa, taking photos

CHARLOTTE XIAOLU XU

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Master of Business Administration Candidate; Major in Finance and Management

Philadelphia, PA
2014-2016 (Dec)

- Active member of Wharton Women in Business Club, Finance Club, IM Club and General Management Club
- Recipient of Wharton Kaiser fellowship for exceptional professional, academic and leadership achievement

HAMILTON COLLEGE

Bachelor of Arts; Major in Math, graduated with honors; Minor in Economics

Clinton, NY
2006-2010

- GPA: 3.73/4.3 GPA by major: 3.92/4.3; awarded John L. Coe general 4-year merit full scholarship; Dean's List recipient
- Regular contributor to school newspaper *The Spectator*; board member of Hamilton Action Volunteer Outreach Coalition, Hamilton Alumni Leadership Training and International Students Association

EXPERIENCE

CITIC CAPITAL

Leading Chinese private equity firm investing in mainland China and globally
Intern

Shanghai, China
Summer 2014

- Conducted in-depth industry and financial analysis in the consumer retail sector covering e-commerce, nutrition supplements, skin care, snacks and travel and leisure companies

SURELAND CAPITAL GROUP

Mid-market growth equity private equity firm
Associate

Shanghai, China
2012-2014

- Worked at the subsidiary fund China Aviation Industrial Fund to conduct industry and financial analysis to identify and evaluate investing opportunities in advanced manufacturing, aviation and auto sector transactions such as a leading European fastener manufacturer of \$380mm EV and a Hong Kong aircraft leasing company of \$400mm EV
- Sourced deals independently through personal connections and participated in portfolio company management

GOLDMAN SACHS

Analyst, Credit Risk Management and Advisory

New York, NY
2010-2012

- Managed firm wide counterparty risk of foreign exchange (FX), money market products and a variety of OTC derivatives with multi-million USD daily volumes
- On-boarded and approved credit limits for new trading clients including mutual funds, hedge funds, corporations and financial institutions based on counterparties' underlying fundamentals and financial instruments
- Heavily interacted with sales and traders, frequently handled complex, urgent requests under pressure, and trained 30+ sales and traders on credit risk topics
- Participated in negotiation and drafting customized terms of ISDA/CSA for sensitive counterparties
- Analyzed counterparty trading data and produced credit risk reports to senior management and regulators
- Spearheaded cross-divisional projects to improve existing risk methodologies and processes according to the Basel Accords
- Produced a 100-page FX credit risk manual that became a department training staple
- Trained and managed 4 new team members including 3 new analysts and 1 associate

ADDITIONAL INFORMATION

- **Interests:** Investing, fashion design, psychology, wellness, 80's and 90's music, creative writing, visual art and playing piano
- **The New York Times Neediest Cases Fund Wall Street Campaign:** Selected as one of the two analysts to represent GS to lead the 2011 campaign, successfully raised \$107,209 firm wide and interviewed by the newspaper
- **Other experience:** Interned as an English business TV program producer and editor in SMG, the predominant media group in China. Clips were shown on CCTV and CNN (Summer 2007 & 2009)
- **Language:** Native speaker of Mandarin and Shanghaiese

JOSEPHINE YU

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration Candidate, Marketing and Operations Major | GMAT 740 (97th Percentile)

2015-2017

- Consultant on Dean's Graduate Student Advisory Committee, member of Tech Club, Content Lead for Return on Equality Coalition for diversity and inclusion, Communications Teaching Assistant, Wharton Fellowship (merit-based award)

HAAS SCHOOL OF BUSINESS, UNIVERSITY OF CALIFORNIA, BERKELEY

Berkeley, CA

B.S. in Business Administration | GPA 3.7

2006-2010

- Strategy (2009) and Media Planning team (2008, 3rd Place National) for AAF National Student Advertising Competition
- Co-Founder for Remedy Music Project (2008 – 2009); Business Chinese course at National Taiwan University (Summer 2007, A-)

PROFESSIONAL EXPERIENCE

INSTAGRAM

Menlo Park, CA

Product Marketing Manager Intern, Monetization

Summer 2016

Developed business and product strategies for revenue growth and lead go-to-market plans for new product features across 5 projects

- Led an 8-person team from sales and data science in developing ad performance tests with 8 clients to support revenue growth
- Launched two products in collaboration with product managers & engineers and developed sales & market communications
- Analyzed products representing ~40% of revenue and recommended sales & product improvements to ensure sustained growth
- Conducted research on print industry and ad buying behavior to recommend strategies for further IG inclusion in print campaigns
- Developed IG perspective on the value of social engagement to align ad product development and sales messaging to advertisers

THE WALL STREET JOURNAL

New York, NY

Manager, Subscription Strategy & Planning (New Product Launch)

2013-2015

Recruited by CEO after internal innovation competition to launch WSJplus.com and the WSJ+ membership program to red

- Defined WSJ+ program strategy and target subscriber segments that increased engagement on WSJ.com and improved retention
- Obtained buy-in for WSJ+ from divisional heads and led cross-functional teams on tight roadmaps to launch WSJ+ in 6 months
- Managed development of WSJplus.com (business req., test, and launch) and impact analysis that increased funding for WSJ+
- Collaborated with Marketing and ad agency to develop WSJ+ branding and ad campaigns that lead to 800K+ member activations
- Negotiated 20+ partnerships (local non-profits to Fortune 500) that delivered \$1M+ in increased subscription value to customers
- Led 8 editorial teams and managed 2 event planners in executing 60+ nationwide events (e.g. newsroom tours, editor Q&As), creating deep touch points with 600+ subscribers who generated positive word of mouth and testimonials across digital platforms

Senior Strategy Analyst, Advertising Sales Strategy & Operations

2012-2013

Evaluated and implemented print & digital advertising revenue growth opportunities across the WSJ franchise

- Assessed business case for launch of Spanish and Portuguese language WSJ. Magazine, now distributed to 95K subscribers
- Created new methods to analyze data that revealed previously unknown competitive insights (e.g. clients shifting ad budget to competitors), enabling sales associates to create more effective pitches to win business from advertisers
- Proposed and implemented new process and analyses that focused 7 global VP's on accounts with largest growth opportunities
- Led 10+ sessions with senior sales executives to identify challenges with target accounts, brainstorm solutions, and collaborated cross-functionally to implement growth initiatives ranging from new sales materials to \$1M+ partnerships

ACCENTURE

New York, NY

Strategy Analyst, Communications, Media & Technology

2010-2012

Select Projects:

- Tablet Monetization for Leading Telco: Built a detailed financial model and conducted research on value chain economics to assess revenue opportunity in 15+ market segments to senior leadership, resulting in identification of millions in potential growth
- Content Delivery Network (CDN) Analysis for Top Consumer Technology Company: Quantified value of client's business to Akamai and recommended fair pricing to senior executives for contract negotiations that can lead to \$20M+ in annual savings
- Mid-Market Growth for Large Cable Company: Conducted extensive research to define target segments, product enhancements, new sales channels, and potential M&A targets for Chief Strategy Officer, delivering a comprehensive go-to-market strategy

ADDITIONAL INFORMATION

- **Interests:** 15+ years of vocal performance (now with Penn Jazz Combos), learning new dance styles, and discovering new music
- **Volunteer:** Pro Bono Consultant at Taproot Foundation (2013 – 2014) for Forte Foundation, a non-profit consortium working to advance businesswomen, and Catchafire (2012 – 2013) for Goods For Good, a non-profit promoting girls' education in Malawi
- **Languages:** Fluent in spoken Mandarin Chinese; skilled in typing and reading traditional Chinese